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International
Marketing Information
Series



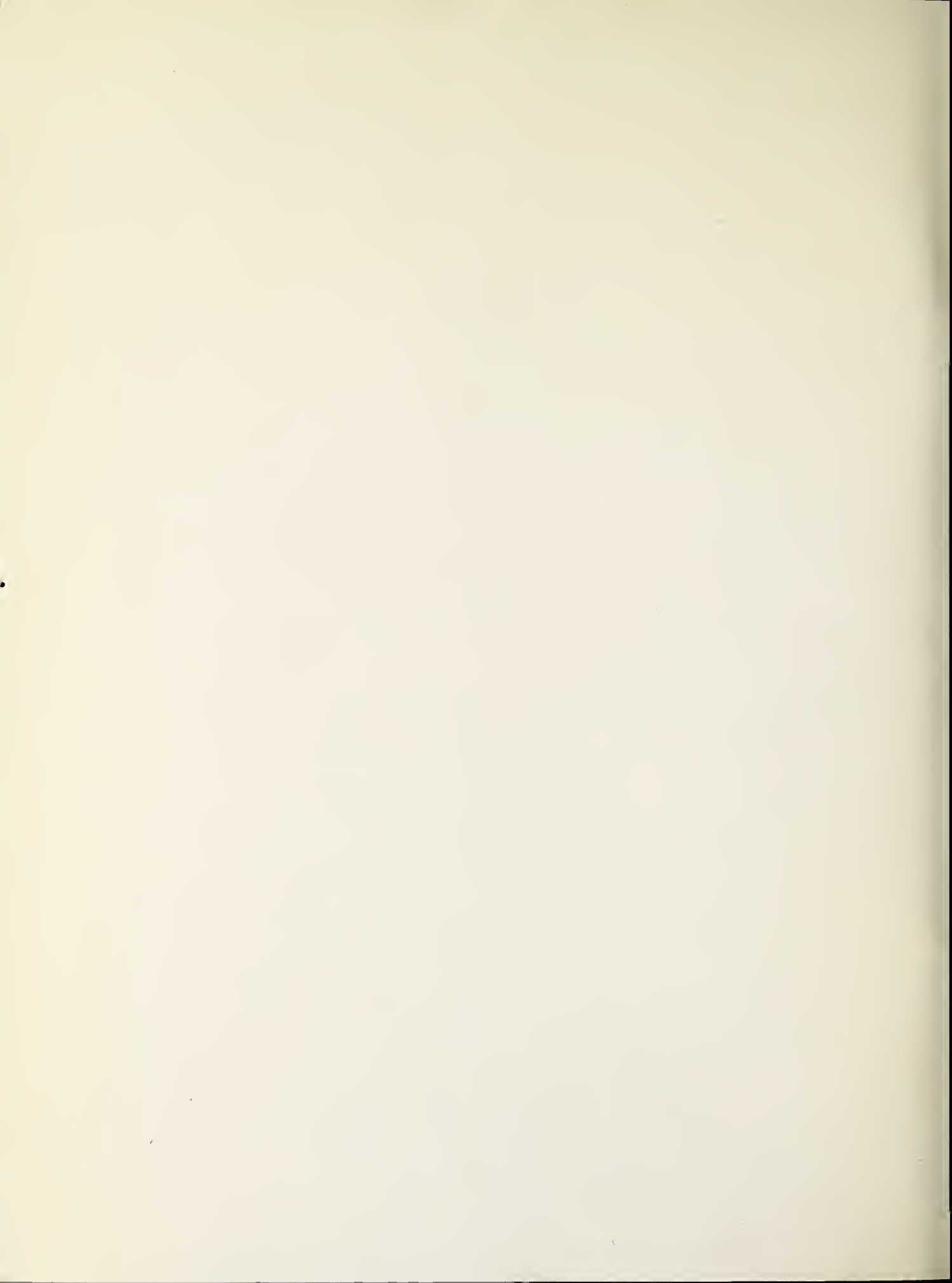
COMMERCIAL NEWS For the Foreign Service

July / August 1976

CNFS



U.S. DEPARTMENT OF COMMERCE
Domestic & International Business Administration
Bureau of International Commerce





FOREWORD

The purpose of the *COMMERCIAL NEWS FOR THE FOREIGN SERVICE (CNFS)* is to inform Commercial/Economic Officers of current program and policy developments in the U. S. Department of Commerce and to provide pertinent commercial information for reprinting in the Posts' Commercial Newsletters which are disseminated to the local foreign business community.

This bimonthly publication is designed for and restricted to American Embassies and Consulates overseas and Commerce District Offices in the United States. It is not regularly available on a subscription or gratis basis to American or foreign businessmen. However, it can be reviewed in most overseas Embassy and Consulate libraries as well as in the various Commerce District Offices in the United States.

This information was compiled in cooperation with various government and industry officials. Every effort has been made to ensure that the data contained in this publication is correct. However, no responsibility can be assumed by the U. S. Government for the accuracy of dates or the outcome of any transaction with any person or firm mentioned herein.

Suggestions or comments from the field regarding this publication are welcomed. *Write:* Constance L. White, Editor, Commercial News for the Foreign Service, Office of International Marketing, Bureau of International Commerce, U. S. Department of Commerce, Washington, D. C. 20230; *Telephone* (AC) 202-377-3608.

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FEATURES

Field Use of Export Promotion Films and Videotapes is Varied and Growing

As the inventory of USIA supplied films and videotapes grows, Commercial Officers may be interested in knowing how their counterparts around the world are using these tools to support export promotion campaigns. In many cases, films and videotapes are used to enhance standard commercial campaign events.

Typical is this telegraphic report from Bogota which describes the use of a target industry collection during a *catalog show*: "...two videotape monitors and a projector ran continuous VTRs and films on aspects of the U.S. metalworking industry. These VTRs and films...proved to be an excellent means of visually reinforcing and demonstrating to Columbian businessmen what U.S. machines can do."

The Embassy in Lagos used audio-visual products to support a *trade mission*: "In support of the Avionics Trade Mission, USIS showed the films 'Flight 52' and the special Agency VTR on avionics to representatives of the Civil Aviation Ministry." And Paris, reporting the results of a Pollution Control Equipment Show, pointed out that "approximately 30 showings were held of USIS films on environmental problems and their solution vs. one showing called for in CCP."

Other posts have used films in conjunction with presentations by Commercial Officers to promote specific Department of Commerce programs such as the *Trade Opportunities Program (TOP)*. USIS, Seoul reported: "In cooperation with C&I, showed "Trade Opportunity Program" VTR to 30 business leaders at Incheon Chamber of Commerce late last month. Also set up forum for C&I officer to explain program as it applies to Korean businessmen. Incheon, an important commercial port, has a good audience."

A few posts have built an entire program around a *target industry film showing*. For example, Mexico City recently cabled: "An overflow audience of 500 representatives of the Mexican manufacturing industry attended a series of four sessions featuring films of metalworking and cutting machinery made in the United States. USIS provided facilitative assistance for the program, including designing and printing announcements and programs, and simultaneous translations of these English language films. Commercial Officers indicated that numerous inquiries were being received concerning equipment seen in the films."

Field Use of Export Promotion Films and
Videotapes is Varied and Growing (Continued)

In those cases where USIS and commercial libraries are able to share facilities or equipment, films and VTRs are being used on an ad hoc basis in *presentations for foreign businessmen* who drop in and express an interest in a product or technology for which there is a videotape or film available.

New Film Catalog Format will Provide Additional Resource --

In addition to the special collections organized to support the target industries, there are dozens of films in USIA's Loan Library Catalog that can be used for export promotion. Posts promoting educational training aids, for example, would find Learning with Today's Media useful. Copies of the catalog are normally held in all USIS posts. But an officer would have to look under education, not export promotion, to find the above film. That's changing; a new and separate category, EXPORT PROMOTION, has been created for all loan films that can be used in commercial programs. When the catalog revision is completed later this year, it should be possible to easily identify all such films and videotapes.

Audio-Visual Programs in Non-CCP Countries -- Audio-Visual products would seem to have a special and an especially important role in non-CCP countries where trade missions and major campaign promotions are non-existent or rare. In such cases, a carefully planned film or videotape program becomes the event.

One useful technique is for Commercial Officers to entertain a small and carefully selected group of local businessmen from a *single industry* in their homes. If these businessmen are potential customers for printing and graphic arts equipment, for example, the program could begin with the round table VTR produced for that industry. This VTR could be followed by Heritage of Apollo, which describes how Rockwell International applied technology developed in the space program to the graphic arts, or The New World of ITU (from the same collection) which traces the growing use of the computer in this industry since 1963. This, in turn, could be followed by a single product presentation from the same collection, if the product has a potential local market. Also, it's a good idea to include a brief unrelated film that only entertains to increase the change of pace. Obviously, such events must be carefully prepared, the program should be relatively brief, and should appeal to the audience's known interests. Since USIS officers have planned many such programs, it may be useful to discuss this possibility with them.

Field Use of Export Promotion Films and Videotapes is Varied and Growing (Continued)

Audio-Visual Support of Foreign Buyer Program--- Post reports show that the USIA film Marketplace, USA is being widely and continuously used including, in fourteen countries, TV placement. While this film is effective in promoting the Foreign Buyer Program in general, it is not ideal for promoting attendance to a particular show. Unfortunately, show organizers do not normally produce audi-visual products to promote these events. An exception is the (ATME-1) American Textile Machinery Exhibition International which produced a film to promote their October 1976 show in Greenville, South Carolina. Videotapes of this film have been shipped to interested posts. The Office of Export Development and USIA will appreciate the posts' estimate of this film as a promotional tool. If judged effective, the organizers of other U.S. expositions selected by the Foreign Buyer Program for promotion overseas will be encouraged to produce a film or slide-cassette presentation to promote their show to foreign businessmen.

USIA to Add Slide-Cassette Presentations -- On a trial basis, USIA will expand its search for export promotion materials to 35 mm slides. Initially, the Agency will review and offer only slide presentations supported by synchronized sound tracks on audio-cassettes. When professionally done, such presentations are almost as effective as film or videotape, they can be produced for a fraction of the cost of film, and they are as easy to use because electronic signals on the sound tape automatically change the slides. Another advantage is that it is relatively easy to produce local language narrations for this medium.

Limiting the search for export promotion audio-visual materials to films and videotapes has had two serious disadvantages. First, in some target industry categories (electronics, process control instrumentation) even companies with large promotional budgets do not often produce films because their products change too rapidly. Secondly, accepting only films and videotapes has had the unintended effect of favoring those companies with larger promotional budgets. Slide-cassette presentations, on the other hand, are within the reach of any American company interested in export markets.

Field Use of Export Promotion Films and
Videotapes is Varied and Growing (Continued)

Trade Association Slide Show -- An eighty-slide package describing the usefulness of general aviation aircraft produced by the General Aviation Manufacturer's Association (GAMA) in four languages (English, Spanish, German, and French) is the first such product USIA has offered to the field. They, however, are currently reviewing five such presentations on bio-medical equipment.

Additional Notes on the Use of Audio-Visual Materials -- While the target industry collections are carefully chosen from a much larger number of films, not all the films in the collection will necessarily be appropriate in your market. Some may be too elementary, some too technically sophisticated. A good rule, one that can save embarrassment, is to never program an audio-visual product you have not seen yourself. Most of the films available for use in export promotion campaigns or programs are also available as small format videotapes, some of which may be kept at the post. The best approach is to order the collection, review the films, and then order only the best in videotape. Keep in mind that you can place special orders for films and videotapes on subjects not yet offered by USIA. All such orders should be sent through the Public Affairs Officer. All USIA export promotion films should be used only under the supervision of an American officer and not loaned. Some of the films contain technological information which, photographed or dubbed, would damage the interests of an American company.

* *

Editor's Note: If your post is using a film or videotape in a particularly effective or inovative way, please let CNFS know and we will publish the information so other posts can benefit from your experience.

* * * *

COMMERCIAL NEWSBRIEFS

Nationwide Network of Commerce Regional Representatives Takes Shape -- A national network of "Junior Secretaries of Commerce" in the nation's ten regions has almost been completed. Secretary of Commerce Elliot L. Richardson has appointed four regional Secretarial Representatives to serve as his personal spokesman and principal liaison with the business community and the public in the New England, Midwest, Mid-Continent and Rocky Mountain regions. The appointments increase the number of regional Secretarial Representatives to nine. Regional Secretarial Representatives are now located in New York, Chicago, San Francisco, Denver, Atlanta, Philadelphia, Seattle, Kansas City and Boston, leaving a representative in Dallas still to be appointed. "The persons selected have demonstrated competence and expertise in business or government, and in some cases both fields" Richardson said. They will serve as Commerce Department representatives on intergovernment agencies.

* *

Investment from Abroad: \$26.5 Billion -- The first comprehensive study of foreign direct investment in the United States, just completed by the Commerce Department, does not support change in the traditional American open-door policy toward investment from abroad. Commerce officials, who presented an outline of the results of the study to Congress this month, commented at the same time that in maintaining wide acceptance of such a liberal policy it is vital to have "a continued awareness in the government and on the part of the general public of foreign investment activity and its implications." The statistical backbone to the Study was derived from 7,200 responses covering 10,200 U.S. enterprises in which foreigners had at least a 10 percent voting interest. The Study, and a companion study of foreign portfolio investment by the Treasury Department, were called for under the Foreign Investment Study Act of 1974. (Commerce America, May 10, provides detailed report)

* *

Business Boosts 1976 Capital Spending Plans to \$121 Billion -- Business plans to spend \$121 billion for new plant and equipment during 1976, 7.3 percent more than in 1975, according to the survey conducted in late April and May by Commerce's Bureau of Economic Analysis. Spending in 1975 was \$112.8 billion, 0.3 percent above 1974. The latest 1976 projection compares with \$120.1 billion, or a 6.5 percent increase, reported in March.

* *

Trade Balance in Engineering, Electrical, and Optical Instruments Rises in 1975 -- The favorable balance of trade in engineering, electrical, and optical instruments continued to rise and reached \$621.7 million in 1975. This represents an increase of 30.7 percent from the favorable balance of \$475.8 million posted in 1974. Exports rose to \$1,005.6 million in 1975, an increase of 16.0 percent over last year. Imports experienced a slight decrease, the first seen since 1971, of 1.9 percent to \$383.9 million. Export gains were registered in all major product categories.

Engineering and scientific instruments exports contributed the largest dollar increase, rising 18.9 percent to \$361.9 million. Of this amount, laboratory and scientific instruments were \$149.3 million; aircraft and space vehicle instruments \$137.9 million; nautical and navigational instruments \$60.2 million; and surveying and drafting instruments \$14.4 million.

Electrical measuring and test instruments exports rose 12.9 percent to \$495.0 million. The gain was evenly divided between exports of instruments for testing, measuring, and analyzing electronic circuits which were \$264.4 million and instruments for measuring and indicating electrical characteristics at \$230.6 million.

Optical instruments and lenses experienced the greatest percentage export increase in 1975, rising 19.3 percent to \$148.7 million, with elements and lenses amounting to \$23.0 million, optical and electro-optical laboratory instruments \$92.7 million, and optical instruments not elsewhere specified \$33.0 million.

* *

DISC Tax Incentive Added \$4.6 Billion to U.S. Exports IN YEAR -- The export tax incentive popularly known as the DISC (Domestic International Sales Corporation) produced \$4.6 billion in added U.S. exports over a year's period, according to figures newly presented by Secretary of the Treasury William E. Simon. Based on a sample of 1,802 firms filing DISC tax returns for a full year of operation between July 1, 1973, and June 30, 1974, the Treasury report shows that of some \$44 billion of DISC-related exports during the period, a \$4.6 billion export enhancement resulted from the DISC incentive. Balanced against the \$760 million in revenue loss owing to DISC tax deferrals for the same period, a cost effectiveness of about 6 to 1 can be derived.

* *

U.S. Foreign Trade in Household Furniture Drops in 1975 -- U.S. foreign trade in household furniture amounted to \$344 million in 1975, with imports accounting for 76 percent of the total, according to the Commerce Department. In 1974, this foreign trade was at a record \$382 million, with imports accounting for 79 percent. In 1970, imports accounted for 86 percent of the total of \$163 million. From 1970 to 1975, U.S. imports of household furniture increased at an average annual rate of 13.2 percent, while exports grew at more than twice this rate, 29.6 percent each year. U.S. exports of furniture reached \$84.1 million in 1975, 7.0 percent above the \$78.6 million in exports in 1974. More than half of the exports in 1975 were in wood furniture, and more than 60 percent of the total exports went to Canada.

* *

Soaring Product Liability Insurance Costs Are Forcing Some Capital Equipment Producers to Provide Their Own Protection -- Some large firms with adequate resources have already become self-insurers. The National Machine Tool Builders' Association has moved to form a non-profit insurance company to provide general-type product liability insurance for tool builders. This insurance arm will begin operation at a nominal cost, with a minimum of 12 companies becoming shareholders. An annual premium volume of at least \$1.5 million is considered necessary to provide coverage in amounts ranging up to \$500,000 per claim.

* *

Commerce Prepared to Assist Shoe Industry -- The Department of Commerce is prepared to extend trade adjustment assistance to the Nation's shoe manufacturers as expeditiously as possible according to Secretary of Commerce Elliot L. Richardson. President Ford has called for such assistance to help the U.S. footwear industry adjust to foreign competition. The President's decision to assist U.S. firms, workers and communities in this way rather than impose import restrictions was announced by Frederick B. Dent, the President's Special Representative for Trade Negotiations. "Adjustment assistance is consistent with the President's efforts to control inflation," Secretary Richardson said, "including the controlling of costs to consumers. Import restrictions would inevitably raise costs. In addition, the program will not disrupt existing trade relations as import relief would."

* * * *

MAJOR PRODUCT EXHIBITIONS IN THE U.S.

August 1976 - October 1976

The following listing of exhibitions includes principal U.S. shows whose managements have indicated to the Commerce Department an interest in hosting foreign exhibitors, businessmen and professional visitors. Information is taken from the latest data available to the Department of Commerce, U. S. Travel Service. However, the Department cannot assume responsibility for the accuracy of dates or the outcome of any transactions with the fair managements.

U. S. Shows offering the best prospects for export sales have been selected for Commerce's *FOREIGN BUYER PROGRAM*. These Shows are identified by an asterisk (*) and offer the foreign visitor a variety of services designed to facilitate matching up the right foreign buyer with the best prospective U.S. supplier. Commerce provides a professional staff to assist foreign buyers at these shows in all business matters.

Business and professional people planning to attend any of these events should verify exposition dates and addresses of sponsor through a Commercial Officer at U. S. Embassies and Consulates. Further details on U. S. events are included in the "1976-77 Directory of United States Trade Shows and Expositions". This Directory has been published and has been forwarded to the American Embassies overseas by Visitor Services Division, United States Travel Service.

"Major Product Exhibitions held in the United States", are listed on the following pages by date, location and exhibition name.

* *

<u>DATE</u>	<u>LOCATION</u>	<u>EVENT</u>
<u>August</u>		
1-3	NEW YORK, New York	National Shoe Fair
4-6	DENVER, Colorado	Conference on the Application of X-Ray Analysis
8-11	SAN FRANCISCO, California	San Francisco Gift Show
10-15	SOUTH BEND, Indiana	Midwest Mobile/Modular & Recreational Vehicle Show
12-22	MILWAUKEE, Wisconsin	Wisconsin State Fair
15-18	SEATTLE, Washington	Seattle Gift Show
15-20	NEW YORK, New York	New York Gift Show
16-19	CHICAGO, Illinois	National Hardware Show
19-27	WASHINGTON, D.C.	International Congress of Entomology
24-29	NEW YORK, New York	American Numismatic Association Convention and Bourse
<u>September</u>		
5-10	DALLAS, Texas	Dallas Gift, Jewelry and Housewares Show
8-11	NEW ORLEANS, Louisiana	International Musexpo
8-17	CHICAGO, Illinois	* International Machine Tool Show
11-13	ANAHEIM, California	Pacific Horticultural Trade Show
12-14	DALLAS, Texas	Tennis Show
12-15	NEW YORK, New York	National Merchandise Show
13-16	WASHINGTON, D.C.	Oceans '76

* FOREIGN BUYER SHOW

<u>DATE</u> <u>September</u>	<u>LOCATION</u>	<u>EVENT</u>
13-16	MILWAUKEE, Wisconsin	Society of Automotive Engineers off Highway Vehicle Meeting and Exhibition
13-19	LAKE CRYSTAL, Minnesota	Farmfest '76
14-16	NEW YORK, New York	Electro-Optics/Laser '76 Conference and Exposition
14-16	CINCINNATI, Ohio	Powder Coating Conference and Exposition
14-16	ANAHEIM, California	Western Material Handling and Packaging Show
14-17	KANSAS CITY, Missouri	International Fact Finding Conference and Exhibition
14-17	LOS ANGELES, California	Western Electronic Show
15-17	ATLANTA, Georgia	Bobbin Show/AAMA Convention
15-26	WEST SPRINGFIELD, Massachusetts	Eastern States Expo
17-19	ST. LOUIS, Missouri	International Footwear Manufacturing Conference and Exposition
18-21	NEW YORK, New York	International Sporting Goods Exposition
18-22	LOUISVILLE, Kentucky	International Woodworking Machinery and Furniture Supply Fair
18-22	HOUSTON, Texas	National Tire Dealers and Retreaders Assoc. Convention and Trade Show
19-23	SAN ANTONIO, Texas	International Association of Fire Chiefs Conference

<u>DATE</u>	<u>LOCATION</u>	<u>EVENT</u>
<u>September</u>		
19-23	SAN FRANCISCO, California	National Association of Retail Druggists Drug Show and Convention
24- 10/3	OKLAHOMA CITY, Oklahoma	Oklahoma State Fair
25-30	MIAMI BEACH, Florida	International Association of Chiefs of Police, Inc. Conference
25-30	LAS VEGAS, Nevada	International Public Works Congress and Equipment Show
26-29	ATLANTIC CITY, New Jersey	Atlantic City Stationery Gift and Jewelry Show
27- 10/1	PHILADELPHIA, Pennsylvania	American Society of Civil Engineers Convention and Exposition
27- 10/1	ATLANTIC CITY, New Jersey	Exposition on Underground Transmission and Distribu- tion
28-30	ROSEMONT, Illinois	Nepcon Central
28- 10/2	SAN ANTONIO, Texas	Association Independent Electrical Contractors National Convention
28- 10/3	HOUSTON, Texas	Texas National Sports, Camping and Vacation Show
29- 10/3	MADISON, Wisconsin	World Dairy Exposition
<u>October</u>		
10-14	ATLANTIC CITY, New Jersey	* Food & Dairy Exposition '76
21-29	GREENVILLE, South Carolina	* American Textile Machinery- International
25-29	CHICAGO, Illinois	* Packaging Week/USA- Exposition & Assembly

* FOREIGN BUYER SHOWS

BUYER ASSISTANCE OFFERED IN MERCHANDISING MARTS IN DALLAS,
TEXAS AND ATLANTA, GEORGIA



DALLAS MARKET CENTER

The Dallas District Office of the U.S. Department of Commerce has established a unique "Foreign Buyer Information Office" at the World Trade Center located at the Dallas Market Center, the largest single-site wholesale merchandising mart complex in the world. The Center contains approximately 7,000 lines of furniture, floor and wall covering, giftware, etc., and about 7,000 lines of men's, women's and children's fashion apparel. Twenty four shows are conducted annually for more than a quarter million professional buyers whose purchases in 1975 exceeded \$4 billion at the wholesale level.

The Commerce Office is prepared to offer a personalized custom service to overseas buyers seeking U.S. sources of supply. Directories of manufacturers and trade associations with copies of literature of various manufacturers interested in export sales are available. Foreign buyers visiting the southwestern U.S. are encouraged to contact this Office. CONTACT: George A. Black, Jr., U.S. Department of Commerce, World Trade Center, Dept. CN, P.O. Box 58081, Dallas, Texas 75258.

BUYER ASSISTANCE OFFERED IN MERCHANDISING MARTS IN DALLAS,
TEXAS AND ATLANTA, GEORGIA (Continued)

The Atlanta Merchandise Mart, located in the heart of the Peachtree Center Complex of Atlanta, Georgia, is the largest market and trade show center in the Southern United States. The 22 floor, 2 million square-foot building is the world's largest all electric building; the world's second largest Merchandise Mart, housing 19 floors of permanent showrooms, 1 floor of open temporary exhibit space, a tropical garden restaurant, lobby and retail display space.

The Mart promotes and conducts 13 major shows each year for the Home Furnishings, Floor Coverings, Gift and Decorative Accessories, and Men's, Women's and Children's Apparel Industries; and 23 temporary shows annually. The Atlanta Merchandise Mart represents a one-stop shopping center for foreign buyers of the finest products of these U.S. industries.

When planning your next business trip to the United States be sure to include the Atlanta Merchandise Mart, 240 Peachtree Street, N.W., Atlanta, Georgia 30303.



ATLANTA MERCHANDISING MART

FOREIGN BUYER PROGRAM
U.S. Trade Shows
January - August 1977

<u>DATE</u>	<u>LOCATION</u>	<u>EVENT</u>
<u>January 1977</u>		
15-18	CHICAGO, Illinois	National Audio-Visual Convention and Exhibit
<u>February</u>		
14-17	CHICAGO, Illinois	International Air-Condition- ing/Heating/Refrigeration Exposition
<u>March</u>		
30-4/1	ANAHEIM, California	International Trucking Show
<u>May</u>		
1-6	ATLANTIC CITY, New Jersey	Knitting Arts Exhibition
21-25	CHICAGO, Illinois	NRA Restaurant, Hotel- Motel Show (58th Annual)
23-25	LAS VEGAS, Nevada	Apartment Builder/ Developer Conference and Exposition
<u>June</u>		
13-16	DALLAS, Texas	National Computer Conferences
<u>July</u>		
11-15	CHICAGO, Illinois	National Housewares Exposition
<u>August</u>		
22-25	CHICAGO, Illinois	National Hardware Show

U.S. GOVERNMENT SPONSORED EVENTS OVERSEAS

September 1976 - December 1976

For further details on many of the events listed below, please refer to the July 5, 1976 issue of Commerce America. The listing below includes *Commercial Exhibitions* and *Trade Center shows*. Also, for your convenience, appropriate Trade Center addresses are included on page 18. Listed events/dates are subject to change or cancellation without prior notice.

<u>DATE</u> <u>September</u>	<u>LOCATION</u>	<u>EVENT</u>
1-15	U.S.S.R., Moscow	Municipal Service Equipment
3-10	BULGARIA, Plovdiv	Chemical Process Equipment
5-12	UNITED KINGDOM, Farnborough	International Air Show
6-10	SINGAPORE Trade Center	Computers for Industry
6-10	TOKYO Trade Center	Do-It-Yourself Equipment
7-10	MEXICO CITY Trade Center	Quality Control and Materials Test Equipment
14-18	NETHERLANDS, Amsterdam	Aquatech (Pollution Control Equipment)
15-23	CZECHOSLOVAKIA, Brno	International Fair (Mat'ls Handling Equipment)
20-24	TAIWAN Trade Center	Process Controls and Instruments
20-25	VENEZUELA, Caracas	Food Processing and Packaging Equipment

<u>DATE</u>	<u>LOCATION</u>	<u>EVENT</u>
<u>September</u>		
27-10/1	LONDON Trade Center	Packing and Bottling Equipment
27-10/1	UNITED KINGDOM, Birmingham	PEMEC '77 (Plant Engr. and Maint.)
28-30	FRANKFURT Trade Center	Sporting Goods (SPOGA) (Offsite: Cologne)
<u>October</u>		
4-7	PARIS Trade Center	Building and Construction Supplies and Equipment
10-14	TEHRAN Trade Center	Business Systems and Equipment
12-15	FRANKFURT Trade Center	Micro/Mini-Computers
12-16	MILAN Trade Center	Equipment for the Chemical Industry
16-25	RUMANIA, Bucharest	Agricultural and Food Processing Equipment
<u>November</u>		
8-12	STOCKHOLM Trade Center	Security and Safety Equipment
8-12	SYDNEY Trade Center	EDP Equipment and Systems
15-19	TOKYO Trade Center	Lasers and Electro-Optics
15-19	TAIWAN Trade Center	Communications Equipment

<u>DATE</u> <u>November</u>	<u>LOCATION</u>	<u>EVENT</u>
23-27	MILAN Trade Center	Engr. Design Systems and Components
24-30	IRAN, Tehran	SAHO (Air Condition- ing and Refrigeration Equipment
25-12/1	GERMANY, Munich	Electronica (EIPT and Electronic Components)
29-12/2	PARIS Trade Center	Telecommunications Equipment (JEEP- Multifirm BSP)
29-12/3	LONDON Trade Center	Laboratory Instru- ments for Science and Industry
<u>December</u>		
6-10	STOCKHOLM Trade Center	Pollution Control Equipment
7-10	SINGAPORE Trade Center	Process Control Instruments and Equipment
7-10	UNITED KINGDOM, Birmingham	Off-Shore (Oilwell Equipment)
15-19	TAIWAN Trade Center	Business Equipment
18-22	MEXICO CITY Trade Center	Plant Engineering and Operations Equipment

* * * *

*(Please refer to the following page for Trade Center
addresses.)*

* * * *

U. S. TRADE CENTER LOCATIONS OVERSEAS

FRANKFURT

Bockenheimer Landstrasse 2-4
D-6000 Frankfurt/Main, Germany
Telex: 416535 USTCD

SINGAPORE

First Floor
Yen San Building
268 Orchard Road
Singapore 9, Singapore

LONDON

4/5 Langham Place
London, W.1 U.K.
Telex: 24196

STOCKHOLM

Vasagatan 11, S-101 28
Stockholm, Sweden
Telex: 17306 TRACENT

MEXICO CITY

Apartado Postal
M-2805
Mexico City 1, D.F. Mexico
Telex: 01773091

SYDNEY

37 Pitt Street
Sydney N.S.W. 2000
Australia
Telex: 20158

MILAN

Via Gattamelata, 5
20149 Milan, Italy
Telex: 36208 USTCMIL

TAIPEI

Taiwan Glass Company Bldg.
261 Nanking East Road
Section 3
Taipei, Taiwan

MOSCOW

U.S. Commercial Office
15 Chaykovskovo
Moscow, U.S.S.R.
Telex: 7805

TEHRAN

61 Elizabeth II Boulevard
P.O. Box 50
Tehran, Iran
Telex: IR-213047

OSAKA

American Merchandise
Display Center
Sankei Kaikan Building
27, Umeda-Cho, Kita-Ku
Osaka, Japan

TOKYO

Tameike-Tokyu Building
1-14 Akasaka
1-CHOME
Minato-Ku
Tokyo 107 Japan
Telex: 2422118

PARIS

123 Avenue Charles de Gaulle
92200 Neuilly
Paris, France
Telex: 61-731 USTCNLLSN

WARSAW

U.S. Trade Development
Center
Ulica Wiejska, 20
Warsaw, Poland
Telex: 813934 USTDOP

SEOUL

82 Sejong
Seoul, Korea

U. S. GOVERNMENT-SPONSORED EVENTS OVERSEAS
September 1976 - December 1976
Special Activities

The following listing includes *Trade Missions (TM)*,
Technical Sales Seminars (TSS), *In-Store Promotions (ISP)*,
and *Catalog Exhibitions (CE)*. Listed events/dates are
subject to change or cancellation without prior notice.

<u>DATE</u>	<u>LOCATION</u>	<u>EVENT</u>
<u>September</u>		
5-7	SWITZERLAND (CE)	Consumer Goods
13-17	KOREA/TAIWAN (CE)	Automotive Service and Maintenance Equipment
13-21	ZAIRE/ZAMBIA (CE)	Metalworking and Finishing Equipment
<u>October</u>		
5-14	EGYPT/SAUDI ARABIA/MOROCCO (TSS)	Port Development
6-13	INDONESIA/MALAYSIA (TSS)	Mining Production and Processing Machinery and Equipment
10-13	ISRAEL (ISP)	Shalom
11-19	SPAIN, Madrid (CE)	Electronics
18-22	NETHERLANDS, Amsterdam (CE)	Electronic Components
<u>December</u>		
1-10	BRAZIL (TM)	Pulp and Paper Equipment

Commerce Programs

U.S. Export Controls Updated -- The U. S. Department of Commerce has announced an extensive revision of its Commodity Control List, which defines the commodities subject to validated export license requirements. The revisions reflect a recent review of strategic controls by the Coordinating Committee (COCOM), a multilateral export control organization that includes the United States, Canada, Japan, and NATO allies in Western Europe. The review has resulted in increased controls in some commodity areas, reduced controls in others, and redefinitions throughout, accomplishing the basic objective of updating controls in the light of changing strategic considerations and recent technological advancements. Revisions have been made in most major commodity categories.

Examination of the machine tool area has resulted in relaxation of controls on less advanced types of numerically controlled machine tools. Revisions in the production materials and electronics fields have resulted in increased controls with respect to products which reflect significant technological advancements and, at the same time, the decontrol of products which, with the passage of time, are no longer of strategic concern. In the computer field, validated license controls continue in effect but administrative review procedures have been redefined to permit speedier license processing for many computer systems.

The changes in controls are spelled out in Export Administration Bulletin No. 156 of May 27, 1976. A complete new Commodity Control List, incorporating these changes, should be included in the June 1976 edition of the Export Administration Regulations.

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Country Market Sectoral Surveys -- During July 1976, two Country Market Sectoral Surveys were made available. The studies entitled "Nigeria: A Survey of U.S. Business Opportunities" and "Venezuela: A Survey of U.S. Business Opportunities" are in-depth reports covering the most promising U.S. export opportunities in a single foreign country. About 15 leading industrial sectors are usually included. A similar study on Indonesia is currently being researched and should be published before the end of 1976.

In addition, future studies covering Iran and Korea are currently being negotiated and studies, based on research to be conducted in those countries, are scheduled to be published in 1977.

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New U.S. Marketing Center Will
Supplant the Frankfurt Trade Center

Increasing the export base by establishing U.S. exporters in new markets is a central goal of the Department of Commerce. To meet this goal an intensive, flexible marketing program in major industrialized markets is needed since new exporters prefer these markets.

The Department relies heavily on U.S. Trade Centers to attain these new-to-market goals. The German marketing environment, however, is rather different from that of other industrialized markets. Germany is highly decentralized and lacks an industrial capital. In recognition of these realities, a U.S. Marketing Center in Cologne, Germany is being established.

This Center is envisioned as a highly versatile and innovative facility designed to maximize U.S. participation in specialized German exhibitions while simultaneously offering a wide variety of promotional techniques and marketing services for U.S. business.

By virtue of its ability to select major German fairs (up to six annually) in which it will participate, this new Center affords excellent flexibility and a high degree of mobility. It will capitalize on the promotion and introduction of U.S. products in market centers which in recent years have not been fully served by the Frankfurt Trade Center. Moreover, this new facility will provide a wide range of commercial and secondary business services for both established U.S. firms and those wishing to enter the German market.

The Center's small exhibition area can be used for one or multi-company promotions, new product introductions, seminars and sales meetings and other promotional events as circumstances dictate. American exporters will use the Cologne Center as a business center from which they will interview prospective agents or display samples before interested purchasers. The Center will ultimately be equipped with the various media products, such as videotapes, 35 mm slides and other necessary visual aids which will assist U.S. companies in their exports to Germany.

The International Marketing Center in Cologne will consist of a fair management team which will act as an exhibits and promotion team for the German fairs that are selected. The team will also run the day-to-day operations of the Cologne headquarters.

This new, unique Center will supplant the 14-year old U.S. Trade Center in Frankfurt which will close December 31, 1976.

BIC Forms New Industry Groups -
Responsible for OIM Operational Planning

OIM has a wealth of marketing information, including geographic, research, and promotional expertise, but it was decided that the time had come to zero in on specific industries and to concentrate on developing and maintaining a closer, continuing mutual exchange of planning and marketing information and ideas, according to the Office of International Marketing (OIM).

This New Operational Planning Division (OPD) is currently organized into four Industry Groups as listed below. Additional industry segments may be added to these groups as U.S. export trends develop or change.

Group I - George L. Zanetakos, Acting Manager

- Business Equipment
- Computers and computer-related equipment
- Printing and Graphic Arts Machinery and Equipment
- Agribusiness Equipment
- Packaging and Material Handling Equipment

Group II - Eugene F. Shaw, Jr., Acting Manager

- Electronic Industry Production and Test Machinery and Equipment
- Electronic Components
- Metalworking and Finishing Machinery and Equipment
- Automotive Production, Diagnostic, and Repair Equipment
- Special Industry Production Machinery and Equipment

Group III - Walter H. Fausel, Acting Manager

- Healthcare Industries Equipment and Instrumentation
- Aviation and Avionics Equipment and Instrumentation
- Scientific, Research, and Laboratory Instrumentation
- Process Control Instrumentation
- Specialized Processing Industries Machinery and Equipment

GROUP IV - Randall E. Miller, Acting Manager

- Pollution Control and Purification Machinery and Equipment
- Electric Energy Systems and Equipment
- Communications Equipment
- Building Products Systems and Equipment
- Construction Machinery

BIC Forms New Industry Groups -
Responsible for OIM Operational Planning (Continued)

Each Industry Segment Manager will continually communicate with the assigned industries to:

(a) development and maintain knowledge of the industry, such as new technology, marketing trends, etc.

(b) determine specific industries market research needs and desires in order to increase exports

(c) ensure that these identified needs are communicated to the Country Marketing Managers and consequently reflected in the planning and scheduling of promotional events and global market research campaigns

(d) inform industry segments, well in advance, upcoming of promotional activities and marketing research survey.

The above objectives will be accomplished by dealing directly with key industry officials, trade associations, and journals on a continuing basis.

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VOA "New Product USA" Broadcasts to be Evaluated

Individual Posts will soon be contacted by Commerce Country Marketing Managers (CMM's) concerning the effectiveness of the VOA New Product Broadcasts. The new product information is supplied to VOA by the Department of Commerce as part of the overall "New Product Information Service" which is an export program made available to the U.S. business community.

* *

Special Issue of CNFS Forthcoming

A special CNFS is in the early preparation stages which will be devoted entirely to business publications which appear to have worldwide appeal. This special issue is being prepared in cooperation with the American Business Press (NBA) in New York City. NBA, formed in 1906, is an association of special business publications with 100 member companies representing 525 publications.

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Commerce Honors U.S. Companies During World Trade Week -- World Trade Week is proclaimed annually by the President to spotlight the importance of international commerce to the U.S. economy. Proclaiming World Trade Week 1976, President Ford said, "Trade has been indispensable to our economic growth, to the greater well-being of our citizens, and to peaceful progress in our relationships abroad. It remains indispensable as we look to the new horizons of our third century."

As a part of the national recognition of World Trade Week 1976, thirteen U.S. companies were honored by the U.S. Department of Commerce. Presidential "E: and "E Star" Awards for excellence in exporting were presented at a special luncheon ceremony hosted by Joseph E. Kasputys, Assistant Secretary of Commerce for Administration.

To qualify for an "E" Award, a manufacturer must show a substantial increase in exports over a 3-year period. The company also should demonstrate breakthroughs in especially competitive markets, introduction of a new product into U.S. export trade, or the opening of new markets. "E Star" recipients must show sustained growth after receipt of the "E" Award.

Four "E Star" Award winners received their awards at the luncheon. They were: Dumann World Trade Company, Inc., of Milwaukee, Wisconsin; Advance Floor Machine Company, of Spring Park, Minnesota; Gold Kist, Inc., of Atlanta, Georgia; and Townsend Engineering Company, of Des Moines, Iowa.

The eight "E" Award winners were: Associated Manufacturers International Corporation, of North Miami Beach, Florida; Commercial Export Company of Texas, Inc., of Nacogdoches, Texas; Modular Computer Systems, of Fort Lauderdale, Florida; Penn Brass & Copper Company, of Erie, Pennsylvania; Pillar Corporation, of Milwaukee, Wisconsin; Quality Boiler and Machine Works, Inc., of Thibodaux, Louisiana; Sontrix, Inc., of Boulder Colorado; and Kahlsico International Corporation, of El Cajon, California.

Special recognition was given to "E Star" recipient, Brewster, Leeds & Company, of New York City. The company has given a total of \$5,000 to two New York universities for scholarships to graduate schools for international commerce.

In making the presentations, Assistant Secretary of Commerce for Administration, Joseph E. Kasputys, commended the companies for their outstanding contribution to the nation's export expansion program.

Venezuela - A Comprehensive Market Development Campaign -- BIC announces the inauguration of a comprehensive marketing campaign to be employed by the Office of International Marketing in increasing U.S. exports to Venezuela. The two-pronged campaign comprises the release of our recently published market research study, "Venezuela - A Survey of U.S. Business Opportunities," and the staging of seven important overseas trade promotions.

The study, which encompasses thirteen sectors of the Venezuelan economy and identifies specific opportunities for U.S. firms, is an important commercial reference aimed at assisting U.S. business in improving trade with that country.

The seven exhibitions, which begin with the Food Processing and Packaging show in September 1976, consist of the following:

Metalworking Machinery	- March 1977
Process Control	- June 1977
Telecommunications	- September 1977
Energy Systems	- March 1978
Graphic Industries	- June 1978
Plastic Production	- September 1978

Pending final approval, the above shows will be held in our proposed new exhibition facility to be located in Caracas.

As CNFS went to press, plans called for the campaign to be inaugurated by Secretary Richardson's presentation of the study to Venezuelan Ambassador Miguel Angel Burelli Rivas. This will be followed by an introductory memorandum to be mailed from Secretary Richardson to over 14,000 key decision makers in U.S. business and industry. At the same time, several other important promotional strategies will be utilized, including the planning of a series of seminars to be held in various parts of the U.S. during the ensuing year.

This broad-based marketing campaign reflects the continuing awareness and initiative characterized by the Bureau of International Commerce's desire to identify overseas marketing opportunities and to develop the follow-on mechanisms required to encourage greater export involvement.

The Country Marketing Manager for Venezuela will be pleased to provide further details on the campaign.

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CURRENT DEVELOPMENTS IN U.S. TECHNOLOGY

New Light Bulb Saves Energy -- If Thomas Edison had foreseen today's energy crisis, perhaps he would have dreamt of a light bulb that could last a decade and use 70 percent less energy than conventional bulbs. That light bulb has been invented, and will be developed over the next year under an Energy Research and Development Administration (ERDA) contract with a small company in California. The fluorescent "Litek" bulb resembles a 100 watt incandescent bulb, fits standard sockets, and produces a warm white light similar to the familiar incandescent bulb. Because it contains no wire filaments that can burn out, it can last at least several years and possibly a decade or more. Preliminary studies show that full nationwide use of this new electrodeless fluorescent lamp could save more than the equivalent of 500,000 barrels of oil per day.

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Life of Dental Fillings Prolonged -- A new technique in dentistry that may prolong the life of the composite resin fillings commonly used to repair front teeth has been found.

The monthly news magazine, "Dimensions" of the Commerce Department's National Bureau of Standards reports that scientists at the American Dental Association Health Foundation Research Unit at NBS have found a way to increase the wear resistance of composite materials, which consist of tiny glass particles mixed in a plastic resin. Although gold and silver alloys are the most durable materials for tooth fillings, composite resins are used to repair front teeth because they provide a more natural appearance. "Dimensions" reports that the new technique involves a heat treatment and a chemical process to etch the surface of the tiny glass particles used as filler in the composite material. The plastic resin should then penetrate the etched surface of the glass and "lock" the particles in place.

Research to verify the effectiveness of the new technique is now underway, funded by the American Dental Association and the National Institute of Dental Research.

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Current Developments in U.S. Technology
(Continued)

Woof Power -- Wind power is picking up momentum as an energy source, and will begin providing electricity to U.S. homes and businesses within a year. The Energy Research and Development Administration (ERDA) is in the process of choosing four sites around the country to locate modern versions of windmills generating between 125 kilowatts and 1.5 megawatts. The wind generators need strong continuous winds of about 20 miles per hour to reach their full potential. The first is expected to be installed by the end of the year. Each system will operate experimentally for about two years, feeding electric power into existing public utility networks to determine their commercial feasibility.

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Medical Treatment Aided By Improved Thermometry -- A new thermometer that tells temperature by a beam of light may mean the difference between success and failure in certain kinds of cancer therapy, according to Commerce Department's National Bureau of Standards (NBS). The new thermometer, developed at NBS, is one in a series of advances that have revolutionized clinical thermometry in recent years. These advances are made necessary by increasingly sophisticated medical procedures. Traditional thermometers often prove inadequate, or even pose serious hazards, in certain clinical situations. For instance, metallic or electronic thermometers can give inaccurate readings and even cause overheating of tissue in exceptionally high-temperature radiation treatment. In such cases, a few tenths of a degree can mean the difference between insufficient or sufficient treatment or between killing only the cancerous growth or also killing healthy tissue. The NBS birefringent (Light) thermometer can solve these problems, according to NBS, because it is highly sensitive to the temperature of surrounding tissue and yet it is not affected by electromagnetic radiation.

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Converting Sunlight -- Scientists have discovered a purple bacteria pigment in the Dead Sea which they say not only catches light but can turn it into energy. Previously, only green chlorophyll was thought capable of photosynthesis - the process that converts sunlight into usable energy.

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NEW PRODUCTS U.S.A.

The following product information has been selected by the Department of Commerce for promotion through the New Product Information Service (NPIS). This information is also made available by Commerce on a selected basis to USIA and VOA. While the firms mentioned in CNFS are believed to be reliable, no responsibility can be assumed by the U. S. Government or its representatives for the accuracy of the new product descriptions which are based on information supplied by the listed U. S. firms. Both technical and non-technical products are deliberately included in CNFS to ensure worldwide market applicability. Please reprint as many new product descriptions as possible.



"CITICAR" ELECTRIC AUTOMOBILE -- This car provides transportation without gas, oil, anti-freeze, or pollution, plugs, points, etc. According to the manufacturer, "Citicar," the only legal, licensable and insurable electric automobile manufactured in the U.S., has gone over 5 million passenger miles without the first highway fatality. This car weighs 1300 lbs (585 k) and operates up to 50 miles (31 k) at 38 m.p.h. on a single battery charged overnight on ordinary house current with a built in automatic battery charger (50/60 cycle). Standard features include integral rollbar for passenger protection, rust and corrosion-proof body made out of cycolac (same material as crash helmets), seat belts, full doors, etc. Price is under \$3,000. WRITE: Sebring-Vanguard, Inc., Dept. CN, P.O. Box 1479, Sebring, Florida 33870 U.S.A.

BARBECUE GRILL -- According to the manufacturer, the "snap wagon" has 60% fewer assembly parts than comparable wagon grills on the market. Its unique hook and slot assembly system that replaces most of the nuts and bolts, makes it a "snap to put together." Wagon grill features include: a large cooking area, six position adjustment of fire pan for total heat control, and full view, see thru, heat tempered glass. Constructed of rugged heavy-gauge steel, the "snap wagon" also includes a heavy duty spit rod, meat tines, and UL listed motor. An ideal product for homeowners. Price range is \$35-\$55. WRITE: Structo Division, Dept. CN, King-Seeley Thermos Company, Route 75, Freeport, Illinois 61032 U.S.A.

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NEW WIND/UNWIND SYSTEM FOR ROLL WEB MATERIALS -- This new wind/unwind system can be used for winding textiles, paper, nonwovens, plastic film, and foil. According to the manufacturer, it improves quality and density and virtually eliminates rejected material due to wrinkling. The system consists of two major components, each can be purchased separately. The wind-up machine is of a modular design which allows the user to purchase only the basic type of equipment required for his particular application. The unwind stand can be furnished fixed or laterally moveable with manual or hydraulic controls. Wind/unwind system features include: anti-friction linear bearings to insure trouble-free service; and modular construction allowing purchasing only what is required now, while allowing for changing needs in the future. Potential users include textile, web, and paper industries. WRITE: Fabco Engineering, Dept. CN, Division of Fall River Boiler and Welding Company, 994 Jefferson Street, Fall River, Massachusetts 02723 U.S.A.

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MACRAME CRAFTS -- Macrame is defined as the "arts and crafts of tying knots" to make a functional and decorative wall hanging, plant hanger, belt, purse or necklace, etc. This company has available four Macrame Kits combining a total of three knots to make either a plant hanger or wall unit. The kits come complete with simple step by step, illustrated directions and diagrams, jute twine (4 ply 72), and, depending on which style is chosen, wood parts, beads, and a ring. Natural jute is used to add that "natural" look to any home, office or patio. WRITE: Pacific Fibre and Rope Company, Inc., Dept. CN, 903 Flint Avenue, Wilmington, California 90744 U.S.A.

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"RIGHT OF WAY SPRAYER" -- A new way of handling weeds and grass on rights of way is with the newly developed low-volume tractor mounted "Right of Way Sprayer." It covers up to 25 ft (8.2 m) from centerline of tractor, reaches down into ditches, into canals, works on narrow areas around highway guard rails, around culverts, and can be so accurately controlled as to prevent drift. Because it is a low-volume sprayer, it uses from ten to forty times less water and about 50% less chemicals for a season. Potential end-users include municipalities, farms, highway departments, etc. Price range is \$5050 to \$5380 FOB Plant. WRITE: Edward J. Fay & Associates, Inc., Dept. CN, 9800 Northwest Freeway, Suite 612, Houston, Texas 77092 U.S.A.

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PRO-TEC EYEGUARD -- This Eyeguard was developed to provide protection against serious eye injuries in handball, racquetball and squash, etc. Effective eye protection has been achieved with no peripheral vision impairment, no lenses and no period of wear-adjustment. Injection-moulded in one smooth, clear polycarbonate plastic, it is light in weight and virtually indestructible. Price is \$6.98 retail. WRITE: Pro-tec, Inc., Dept. CN, 532 Industry Drive, Tukwila, Washington 98188 U.S.A.

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ABC BIRD SCARER -- This "Rotating" Bird Scarer is an "Automatic Scarecrow" used by farmers for crop protection. It has a rotating electronic gun which provides a blast, three times louder than a shotgun, every two minutes, turning a full 360 degrees in variable increments. This machine chases animals and birds for up to four days on one tank charge of safe, acetylene gas, and is electronically controlled so that it will not misfire. The unit is portable, and the height can be regulated to provide field coverage in any terrain. Price is approximately \$550. WRITE: RAS Consultants, Dept. CN, P. O. Box 2431, Trenton, New Jersey 08607 U.S.A.

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"ARTIC BREEZE" -- This evaporative air conditioner is a new means of cooling any off-the-road vehicles equipped with a cab. According to the manufacturer, the "Artic Breeze" has proven to be a highly acceptable and low cost means of cooling, filtering and pressurizing of cabs. Potential end-users include farmers, construction and road maintenance. Price range is \$219-\$289. WRITE: Meade Manufacturing, Inc., Dept. CN, P.O. Box 710, Meade, Kansas 67864 U.S.A.

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READING AND WRITING FOR PARTIALLY SIGHTED -- This Read/Write System is a visual aid to enable people with moderate to severe visual limitations to read easily and independently. The closed circuit TV employs a specially designed camera, lens, and monitor to achieve dynamic and variable magnification and to enhance brightness and contrast to allow visually handicapped (legally blind) to read and write. Price range is \$1,195 - \$2,000. WRITE: Visualtek, Dept. CN, 1610 26th Street, Santa Monica. California 90404 U.S.A.

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HYDRAULIC POWER CONTROL UNIT -- The VF-342 hydraulic power control unit with a special, vane-type pump, operates at a constantly lower temperature than other gear types. The triple infiltration system keeps out dust and dirt; and operating cables bring the controls to the operator where they are most accessible and convenient. Suggested end-users are farmers, builders, and anyone using crawler tractors and hydraulic equipment. WRITE: Atlas Plow Engineering Company, Dept. CN, 6203 Maywood Avenue, Huntington Park, California 90255 U.S.A.

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"HANDI GLASS CASE" -- According to the manufacturer, this "Handi Glasses Case" solves the problem of misplaced, scratched, or broken glasses. Each case is designed in soft, grain vinyl, comes in assorted colors, with a double adhesive backing. A brand new concept in promotions; your advertising message may be displayed on the case. This item is functional not only in the car, but in the home, office, or workshop. WRITE: JTA International, Dept. CN, 1795 Maplelawn, Troy, Michigan 48084 U.S.A.

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MULTI-PURPOSE WETTING AGENT USED IN AGRICULTURE -- According to the manufacturer, recent tests have shown that "WEX" increases crop yields dramatically when used in irrigation systems. It is said to be a positive factor in root development, reducing water lost through evaporation, and provides more uniform distribution and availability of soil nutrients. According to the manufacturer, it makes water wetter, causes greater saturation, speeds penetration and is economical, safe, and easy to use. WRITE: Clime Equipment Company, Dept. CN, 5 Seminole Avenue, Massapequa, New York 11758 U.S.A.

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"DEAERATOR" FOR LIQUIDS -- "DeAerator," enables gases to be removed from fluids at high efficiency rates to unlimited purities and capacities. The motor creates explosive forces which literally beat gases and volatile components out of their liquid dissolved form. Main features are high efficiency, low equipment cost, and simplicity of operation. Industrial applications of this new technology include new methods for the distillation of crude oil, ultrasonic cleaning, degasification of water for kidney dialysis machines, drinking water purification, waste water treatment, etc. WRITE: Walter Nold Company, Dept. CN, 24 Birch Road, Natick, Massachusetts 01760 U.S.A.

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HANDI-MAN LIQUID TOOLS -- Handi-Man Liquid Tools are intended for do-it-yourself repairs. The assortment consists of Ignition Sealer, Penetrating Oil, Belt Dressing, Silicone Lubricant, Carb.-P.C.V. Cleaner, White Grease, Open Gear and Chain Lube, Battery Terminal Cleaner and Protector, and Gasket Sealer. Potential end-users include homeowners, auto owners, boat owners, etc. WRITE: Seymour of Sycamore, Inc., Dept. CN, 917 Crosby Avenue, Sycamore, Illinois 60178 U.S.A.

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EMERGENCY MEDICAL/AMBULANCE BOAT -- A sea-going ambulance, believed to be the first of its kind in the U.S. is equipped to provide medical and para-medical personnel with the equipment necessary to start vital life-saving medical care the moment the victim is brought aboard for transport ashore to a hospital. This water ambulance is a 31 ft (9.45 m) fire retardant fiberglass flying bridge cabin motorboat with two 225 hp gas engines and a broad range of emergency medical, rescue equipment, including cardio defibrillator, coronary surveillance-recording system telemetry capability, pulmonary resuscitators, and much more. According to the manufacturer, all instruments are securely mounted, but easily movable, on non-corrosive aluminum "Fairfield Rail" system. Different boats available from 28 ft (8.53 m) to 42 ft (12.8 m) with choice of diesel or gas engines and horsepower, and wide variety of medical, navigational equipment to suit specific needs. US price of 31 ft ambulance boat as equipped, approximately \$58,000. Price varies for other models. WRITE: M. S. Reilly, Director, International Sales, Dept. CN, 111 Thunderbird Lane, Lancaster, Pennsylvania 17601.

SUPER SAW -- This saw is powered by a two-cycle, loop-charged engine that was designed for portable tools. Most parts are aluminum alloy construction. The dry weight of the tool is 12 lbs (5.44 kg). The maximum engine speed is 4500 r.p.m.; the gear ratio of the saw is 4 to 1. The fuel tank capacity is 7 oz (196 g), enough to make 150 cuts through a wood base. It can cut wood, steel, masonry, and many other materials using the proper blade. Price is \$139.95. WRITE: Piston Powered Products, Dept. CN, 14805 S. Interstate 10 Tempe, Arizona 85284 U.S.A.

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"ORBIC 75" KITCHEN FAUCET -- According to the manufacturer, this single control kitchen deck faucet of engineered plastic, has the least number of parts of any single control faucet available. It works anywhere - even where water is hard or high in mineral content. It can be quickly installed on any sink with no special plumbing required. "Orbic 75" is available in six colors. Suggested for faucet manufacturers and plumbing wholesalers. WRITE: Goddard Valve Corporation, Dept. CN, 705 Plantation Street, Worcester, Massachusetts 01605 U.S.A.

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DIGITAL TYPESET ANALYZER -- According to the manufacturer, this analyzer is a low cost, simple to use alternative to expensive test equipment for the phototypesetting and computer industries. There is no foreign voltage problem since the digital logic level analyzer operates on 4 AA type batteries (included). This complement to your spare parts kit will help reduce the cost of both on-site and telephone consultation service calls. WRITE: G.O. Graphics, Inc., Dept. CN, 703 Massachusetts Avenue, Lexington, Massachusetts 02173 U.S.A.

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AUTOMATIC PROFILE GRINDER -- According to the manufacturer, this is the first cylindrical type, numerically controlled, profile grinder with the optional feature of having capability for electro-chemical grinding. The grinder is equipped with automatic lubrication, and a complete automation and coolant system. The manufacturer says that the grinder provides the metalworking industry with a more efficient and accurate way of grinding contoured parts with less-skilled help. Price range \$90,000 with optional feature. WRITE: Hydraulics, Inc., Dept. CN, 1800 W. King Street, P. O. Box 1661, York, Pennsylvania 17405 U.S.A.

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THE SAFETY LIGHT GUARD -- According to the manufacturer, this product is designed to provide protection against the "other driver" and maximum identification and noticeability at highway speeds. Upon reaching your preset highway speed, starting your wipers, or as dusk approaches, the lights will automatically activate. When the ignition is turned off, the lights will automatically go off. However, in unlighted areas, the time delay switch may be used so that the lights will remain on for a short period after turning off the ignition and leaving vehicle. Installation is simple and requires only hookup of six wires and plug. Suggested for new and used car dealers, retail and wholesale stores, WRITE: Lite Guard Inc., Dept. CN, 1734 St. Louis Drive, Kokomo, Indiana 46901 U.S.A.

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BUSS TIME-DELAY AUTO PROTECTOR -- According to the manufacturer, this auto protector makes your car or truck thief-proof. It operates on a time delay feature which opens and kills the ignition circuit in a minute or less, so thief, even with a key, cannot keep car running. It can be easily transferred from your old car or truck to a new one, and it operates on all make cars or trucks with six or twelve volt systems, including those with electronic ignitions. This company seeks distributors involved with auto accessories that service dealers. WRITE: Continental Commerce Ltd., Dept. CN, 10721 W. Capitol Drive, Milwaukee, Wisconsin 53222 U.S.A.

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SOLAR MASTER WINDOW FILM -- According to the manufacturer, this new insulating film, when applied to window surfaces, gives savings of 20 to 60% in valuable energy. Modeled after the solar shield used to protect U.S. satellites and skylabs, it has an added built in safety feature as a protection against bombs, explosions, flying glass etc. The film is made from tough polyester with a special "one way" feature, tinted or clear. Available in large sizes for commercial use or a "Do-It-Yourself" Kit for smaller structures. Suggested end-users are building and apartment owners, homes, autos, hospitals, schools etc. WRITE: General Solar International Corporation, Dept. CN, 4515 Stonestreet Avenue, Rockville, Maryland 20850 U.S.A

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ROLLER COASTER -- The "Corkscrew"TM is a new concept in steel-construction roller coasters for permanent amusement parks. The 1200-foot (360 m) length ride carries up to 24 people in two six-coach trains at speeds up to 45 MPH (72 kph). Climbing to a height of 70 ft (21 m), the train is released and gravity carries it through two 360-degree vertical spirals. According to the manufacturer, the new, patented individual passenger restraint system offers the safest, most comfortable coaster ride available today. Overall dimensions are 320 x 100 ft (96 x 30 m). Price range is \$740,000 FOB factory; installation not included. WRITE: Arrow Development Company, Dept. CN, 1555 Plymouth Street, Mountain View, California 94042 U.S.A.

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K-KOTE SEAM SEALER -- According to the manufacturer, this seam sealer is waterproof, yet washable and drycleanable. It is intended for use on the sewn seams in coated fabrics of nylon and other synthetics, and is ideally suited for campers, hikers, backpackers, etc. WRITE: Kenyon Industries, Dept. CN, Kenyon, Rhode Island 02836 U.S.A.

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CALIFORNIA REDWOOD LIGHTING AND SITE FURNISHINGS --

"WoodForm" lights, bench systems and planters were created as architectural adornments for parks, shopping malls, hotels, restaurants, public spaces and gardens. "WoodForms" are constructed of laminated strips of kiln dried California redwood. The series includes over 100 wall mounted, post mounted and bollard lighting fixtures suitable for interior and exterior use. Complimentary bench seating, planters, ash urns and trash receptacles of the same material complete the line. WRITE: Columbia Cascade Timber Company, Dept. CN, 1975 S.W. Fifth Avenue, Portland, Oregon 97201 U.S.A.

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CAPILLARY MAINTENANCE SYSTEM -- According to the U. S. manufacturer, this is the optimum method of unplugging a blocked capillary. This system utilizes carefully controlled hydraulic pressure in a way in which even inexperienced personnel can clean tips in 10 seconds without damaging the capillary. Advantages of the system are that it is quick, safe, and inexpensive. Potential users are most manufacturers of semiconductor devices. WRITE: Tridak Division, Dept. CN, Indicon, Inc., 5 Valley Road, Danbury, Connecticut 06810 U.S.A.

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"FIRE-CIDE" HEAT-ACTUATED FIRE-SAFETY SHUT-OFF VALVE -- This self-closing valve is used on tanks containing highly flammable or combustible liquid. Valve also may be shut manually by pulling a release pin and easily reset reducing downtime after an incident. Fits into pipelines from 1/4 in to 8 in (6.35 to 203.2 mm) in size and mechanism is enclosed in a tamper-proof box. Price range is \$100-\$200. WRITE: R. G. Laurence Company, Inc., Dept. CN, 124 N. Summit Street, Box 187, Tenafly, New Jersey 07670 U.S.A.

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COFFEE BAG -- These individual serving bags, similar to tea bags, are used for serving fresh ground coffee. U.S. company is interested in selling and licensing both packaging and vending machinery to wholesalers, agents, distributors, etc. for sale to their customers. Type of coffee in bag can be changed to suit market taste. Potential end-users include food, beverage, distributors, bottlers, etc. WRITE: South by Southeast, Inc. Dept. CN, International Commodity Division, Suite 1113-14, 57 Forsyth Street N.W., Atlanta, Georgia 30303 U.S.A.

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"POLY-POD" ALL PURPOSE-ALL WEATHER HOUSE -- According to the manufacturer, the "Poly-Pod" is adaptable to almost any terrain and can be moved, expanded or modified at a far lower cost than conventional housing. The structure has fiberglass reinforced skins and an urethane foam insulating core. These arrive ready for immediate erection and occupancy. Price range is \$8,400 - \$32,000. WRITE: Robarco International, Dept. CN, P. O. Box 5604, Sherman Oaks, California 91413 U.S.A.

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"GROUND HAWG" TILLAGE TOOL -- According to the manufacturer, this machine is a revolutionary new primary tillage tool that can be used in pasture renovation, seed bed preparation, preparing new acreage and road shoulder stabilization programs. It cultivates, mulches, mixes, aerates, and levels all in one pass and chops and buries all vegetation and overgrowth for quick decomposition. The "Ground Hawg's" unique easily replaceable blades are used in reverse rotation in a special arrangement that eliminates wrapping and gaps during tillage. Potential end-users include all agricultural landscapers, road maintenance, and contractors. Price range is \$3500-\$8500. WRITE: Smitty's, Inc., Dept. CN, 2714 Orlando Drive, P.O. Box 1736, Sanford, Florida 32771 U.S.A.

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CASSETTE ALBUMS -- These albums are designed to hold cassettes firmly in place and, with a flip of the finger, release them instantly. Developed for systematic storage and retrieval of programs, the albums prevents damage and deterioration of tapes. Exteriors are foam padded and available in popular colors, and may be silk screened, gold stamped, and/or designed to your specifications. Suggested end-users are tape duplicators, school and government training programs, etc. WRITE: Cassette Binder Manufacturing Company, Dept. CN, 2068 Gladwick Street, Compton, California 90220 U.S.A.

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HIGH SPEED SILICON CONTROLLED RECTIFIERS (SCR) -- These SCR's will be useful to designers of equipment in the fields of induction heating, choppers, inverters, converters, non-interruptable power supplies, and any other applications where high speed switching is needed. They are low-switching losses; have disc construction for ease of reverse polarity and parallel assembly. Price range is \$165 per 100. WRITE: National Electronics, Dept. CN, P. O. Box 269, Geneva, Illinois 60134, U.S.A.

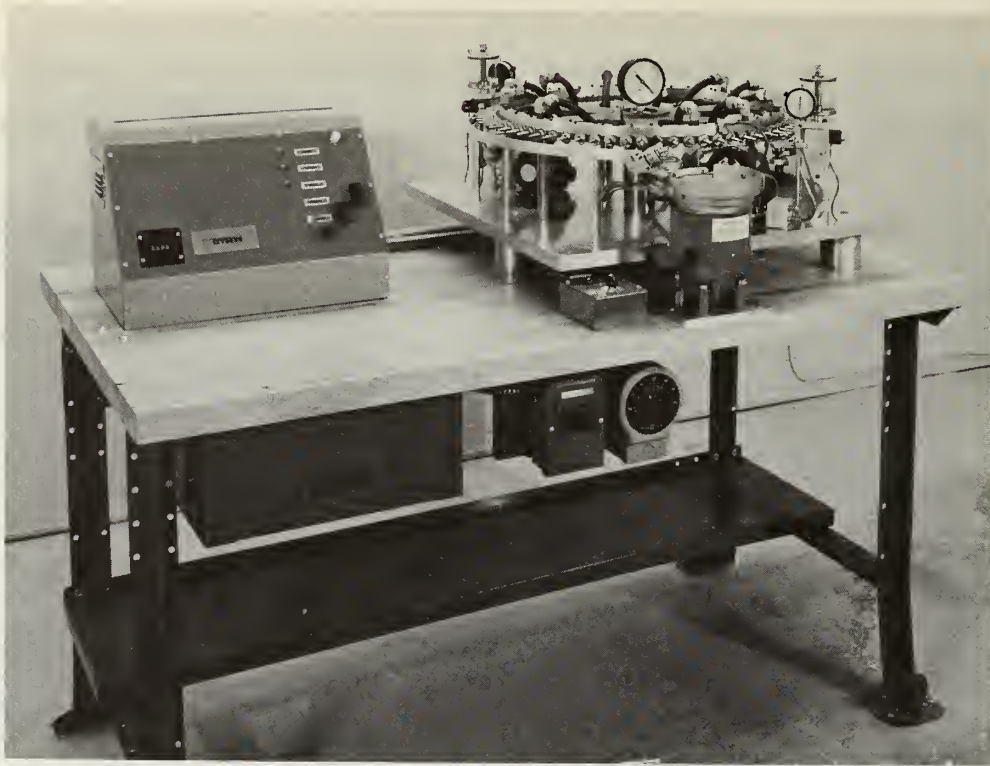
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"TRAILINER" TRAILER STABILIZER -- This hydraulic "Trailer" is used to prevent fishtailing due to the trailer being improperly loaded, rough pavement, excessive speed, etc. It is constructed for heavy duty; sealed and calibrated so that it is not exposed to the weather; can not be tampered with; and requires no adjustment. According to the manufacturer, the "Trailer" can be easily installed in 30-45 minutes, disconnected by hand in about 5 seconds, and can be jack-knife parked while connected. WRITE: Hamos Company, Inc., Dept. CN, 855 Avenue of the Americas, New York, New York 10001 U.S.A.

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PLASTIC PACKAGING EQUIPMENT -- According to the manufacturer, these compact, high speed, vacuum packaging machines feature an integral, inline die-cutter and a patented concept called "Sequential Cycling" which requires 1/8 the components of conventional equipment. Inexpensive to tool, and simple to operate, these machines can package a wide variety of products such as foods, consumer, and industrial products. Potential end-users industries include cosmetics, pharmaceuticals, housewares, foods, etc. WRITE: Rorer Systems Consultants, Inc., Dept. CN, 1775 Central Florida Parkway, Orlando, Florida 32809 U.S.A.

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CAPACITOR DIPPING MACHINE -- This machine automatically applies conductive paint terminations to chip capacitors and resistors at the rate of 4000 per hour. The manufacturer says this is ten times faster than by hand-methods. Also the termination is more uniform. End-users are chip capacitors and resistors. Price range is \$20,000-\$22,000. WRITE: Deval Industries, Dept. CN, 5335 McConnell Avenue, Los Angeles, California 90066 U.S.A.

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SRC 101 ACTIVATE CONTROLS FIELD BINDWEED -- According to the manufacturer, "SRC 101 Activate," when added to a biological active agent, such as herbicides and fertilizers, aids in controlling the rate of release of the herbicide, etc., thus enhancing their effectiveness, longevity, and safety. Also, "SRC 101 Activate," when mixed with phenoxy like herbicides, produces a combination which controls field bindweed without ground sterilization, thus allowing the planting of crops within six weeks after spraying for bindweed control. Potential end-users include crop sprayers, farmers, home builders, country, golf and tennis clubs, schools, universities, etc. WRITE: National Business Systems, Inc., Dept. CN, P. O. Box 37, Buffalo, New York 14226 U.S.A.

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MOBILE CONCRETE CENTRAL MIXER -- The manufacturer says all components are compact, mobile, single frame and that the mixing capacity is higher than any other unit for quality and quantity concrete on the job site. Options are designed to suit site conditions with diesel engine or electric motor and up to 45 tons of live aggregate on the frame. Potential end-users include concrete users and producers. Base price range is approximately \$50,000. WRITE: C. S. Johnson Company, Inc., Dept. CN, 502 S. Holiday Park Drive, Champaign, Illinois 61820 U.S.A.

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SOUND LEVEL ANALYZER -- The digital computer sound level analyzer box contains sound measuring circuits, computer circuits, a visual display, and a rechargeable battery. It can be used to systematically record and analyze many samples of sound levels taken over long periods of time. Potential end-users include consultants, governments, industry, etc. Price range is \$2500-\$5000. WRITE: Metrosonics Inc., Dept. CN, Box 18090, Rochester, New York 14618 U.S.A.

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MOTOR KILL SWITCH -- This inexpensive, easily installed outboard motor "Quick Kill" greatly enhances boating safety according to the manufacturer. "Quick Kill" is designed to turn off the ignition key automatically in the event the driver is accidentally thrown from his seat. A lanyard made of tough nylon, connected to a trigger mechanism in the "kill switch" and clipped to the driver's clothing turns off the ignition switch when pulled sharply. WRITE: Tempo Products, Dept. CN, 6200 Cochran Road, Cleveland (Solon), Ohio 44139 U.S.A.

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COMPRESSORS -- These hermetic compressors, according to the manufacturer, are a new product for compressor air conditioning and refrigeration applications. Features include 3 point spring suspension, solid state motor protection, centrifugal oil pump, low stress valves, etc. Advantages are the compressor's quiet operation, and increased efficiency. Potential end-users include room air and unitary air conditioning manufacturers and wholesalers. WRITE: Sunstrand Air Comfort, Dept. CN, East Prairie Ronde Road, Dowagiac, Michigan 49047 U.S.A.

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"DOUGH GIRL" BREADMAKER -- This is a 16 quart (4-7 loaves) aluminum pot fitted with crank and handle. The Breadmaker will knead up to seven loaves of bread and can also be used for rolls, popovers, pretzels, bagels, croissants, etc. Wholesale price range is approximately \$15. WRITE: Hirco Manufacturing Company, Dept. CN, 4105-07 N. Damen Avenue, Chicago, Illinois 60618 U.S.A.

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DIVING COMPRESSOR -- This portable oil-free compressor produces liters of oil free air, according to the manufacturer. Two men can easily transport the unit, which is started by a rope pulley. The unit operates on diesel fuel; the compressor requires no lubrication whatsoever, having teflon piston rings and sealed bearings. The unit is equipped with suction unloaders that shut off the air taken into the compressor when the air pressure reaches a predetermined pressure which is controlled by an adjustable pilot valve. Potential end-users of this product are deep sea divers, and underwater construction companies. WRITE: Seaboard International Equipment Corporation, Dept. CN, 681 Main Street, Belleville, New Jersey 07109 U.S.A.

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AUXILIARY LIGHT HOUSING -- This is a new auxiliary light housing, specifically designed for construction and excavating equipment. It is made of heavy duty rubber and according to the manufacturer the light housing is designed and built to withstand rugged, battering use where conventional metal housings are damaged and must be replaced, often with considerable downtime. Price range is approximately \$10-\$20 each
WRITE: Durable Rubber Products, Inc., Dept. CN, P. O. Box 75, Tualatin, Oregon 97062 U.S.A.

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AUTOCOLLIMATORS -- These autocollimators are extremely precise electro-optical angle measuring and alignment instruments. According to the manufacturer, the small size of these instruments greatly enhances their portability and versatility, and are the only all-solid-state electronic autocollimators in the world. They are easy to use and reasonably priced. Potential end-users include those involved in quality control, laser alignment, optical fabrication, precision machine building, etc. WRITE: Micro-Radian Instruments, Dept. CN, 7291 Garden Grove Boulevard, Unit B, Garden Grove, California 92641 U.S.A.

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PIPE FREEZING EQUIPMENT -- The manufacturer says "Dam-ItTM" lets you freeze liquid in all size pipes for maintenance during normal work hours without draining the system. Unlike other methods which employ dry ice or Freon, "Dam-ItTM" uses liquid nitrogen to reduce freezing time. Pipe freezing kit includes all necessary hardware and instructions to shut off flow for maintenance of water, fire, irrigation, sewer, etc. lines. Ideal for pipe sales and repair companies. WRITE: Trans World Trading Company, Dept. CN, 331 Madison Avenue, New York, New York 10017 U.S.A.

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CPS PRINT-OUT FILE -- According to the manufacturer, this compact, computer print-out filing module will save time and money in organizing reports or listings for reference. It will hold as many as 12 reports or listings up to 1/2 in (1.27 cm) thick, using fewer trays. Each tray features a highly visible label area and rear carrier handle. WRITE: Wright Line Division of Barry Wright Corporation, Dept. CN, 160 Gold Star Blvd., Worcester, Massachusetts 01606 U.S.A.

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AGRI-LOADER -- This four-wheel drive/four-wheel steer "Agri-Loader" comes equipped with bucket plus three hook Grapple Fork. Advantages include: its ability to handle any material need without the need for changing front end attachments; and the 17 ft (5 m) lift height with the loader maintaining automatic self leveling. Ideal for handling manure, silage, haylage, grains, sand, dirt, gravel, and hay in loose, ground, or baled forms. WRITE: American Road Equipment Company, Dept. CN, 4201 N. 26th Street, Omaha, Nebraska 68111 U.S.A.

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"CHAMELION" CHROMATIC FILM KEY TO "MOOD" JEWELRY -- "Mood" stone rings and other jewelry change color dramatically depending upon the wearer's body temperature. Manufacturers of this type of jewelry claim that the color of the stone, set into this jewelry, changes with the wearer's mood. "Mood" stones are actually laminated to "Chameleon" chromatic film which is a special film coated with invisible liquid crystals which change color from red, to aqua, to blue and violet, depending upon the wearer's temperature and these color changes show through the translucent stone in the jewelry. Potential end-users are manufacturers of jewelry. WRITE: P.L. Thomas Paper Co., Inc., Dept. CN, 393 Seventh Avenue, New York, New York 10001 U.S.A.

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HOPPER SCALES FOR POULTRY FEED -- The "Spinks-O-Matic" is an extremely accurate Hopper Scale which is used in conjunction with automatic poultry feeders. The scale controls an auger delivering feed from the bulk storage to feeders which allow for accurate control of feed going to heavy breeder flocks. According to the manufacturer, this control results in a healthier bird which produces more eggs with higher fertility rate. Substantial savings in feed results in cost reduction. The "Spinks-O-Matic" is easily installed, pushbutton operated, and available in either a fully automatic version or a semi-automatic version with manual dump gate. WRITE: Atlanta Exports, Inc., Dept. CN, 3355 Lenox Road, N.E., Suite 750, Atlanta, Georgia 30326 U.S.A.

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RED RUMBLER SLIDE -- This is a portable, safe, exciting ride which uses gravity force to move special, strong polyethylene sleds on an extremely low friction track. It requires no grading or expensive permanent installation and it can be easily moved or changed in length or location. The ride can be tailored in length and course to fit the particular needs of the individual area. It is available in various lengths of 100' (30.48 m) to an unlimited length slide. According to the manufacturer the red rumbler slide can be used to generate summer income to resorts, ski areas, amusement parks or any recreational area with hills of moderate angle. WRITE: Seasons of Leisure, Inc., Dept. CN, 2518 Northland Drive, Mendota Heights, Minnesota 55120 U.S.A.

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"VACU PUMP" -- This is a fuel or oil transfer pump that is operated by using the vacuum created from a gasoline or butane engine such as found on a tractor, truck or fork lift. This eliminates the need for an electric pump or small gasoline engine to drive pump. A simple installation consists of attaching a rubber hose to the intake manifold of the engine and running the hose to the "VACU PUMP". The "VACU PUMP" will transfer gasoline and diesel fuel at approximately 15 gal (57 l) per minute. Oil or heavier liquids will be pumped at a slower rate. Price range is approximately \$150. WRITE: Scienco, Inc., Dept. CN, 3093 Bellbrook Center Drive E., Memphis, Tennessee 38116 U.S.A.

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"MINI-FLUSHER" -- This toilet tank water saver is designed to conserve water yet provides normal clean flushing action. According to the manufacturer, the savings from the "Mini-Flusher" average about 20% on water bills. Advantages include durable thermoplastic rubber construction, ten year guarantee, and simple installation. Potential end-users include homes, offices, apartments, schools, hospitals, and motels. WRITE: GM Distributors Corporation, Dept. CN, P. O. Box 50-002, Lighthouse Point, Florida 33064 U.S.A.

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"BURNING BAR" THERMAL TORCH -- "Burning Bar" thermal torch operates with oxygen only, producing temperatures up to 10,000° for heavy cutting of all metals and concrete. According to the manufacturer, the torch is light weight, portable, and simple to operate. Advantages include operation under water, high speed, and no noise, dust, or vibration is created. Potential end-users include basic metal industry and foundries; and the construction industry where noise, dust, and vibration can not be tolerated, i.e. in hospitals, banks, offices, or any structure containing delicate instruments. WRITE: Burning Bar Sales Company, Inc., Dept. CN, 6010 Yolanda Avenue, Tarzana, California 91356 U.S.A.

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ROCK CRUSHING MACHINE -- This 14,000 pound (1800 t) machine can be powered by either gasoline, diesel, or electric motors. It crushes 10 sq in (65 sq cm) boulders to aggregate for road building or it can be adjusted to crush to a powder fine dust - or anywhere in between. Advantages of the machine are: it is a dry system - no water is used; it is skid-mounted for portability; and can process up to 30 tons (27 t) of rock per hour. For the mining industry application, a mineral concentration device is available. Smaller models are available also. Potential end-users include road builders, and precious metals mining industries. WRITE: Deep Rock Mining Company, Inc., Dept. CN, 2002 LaFayette Parkway, Opelika, Alabama 36801 U.S.A.

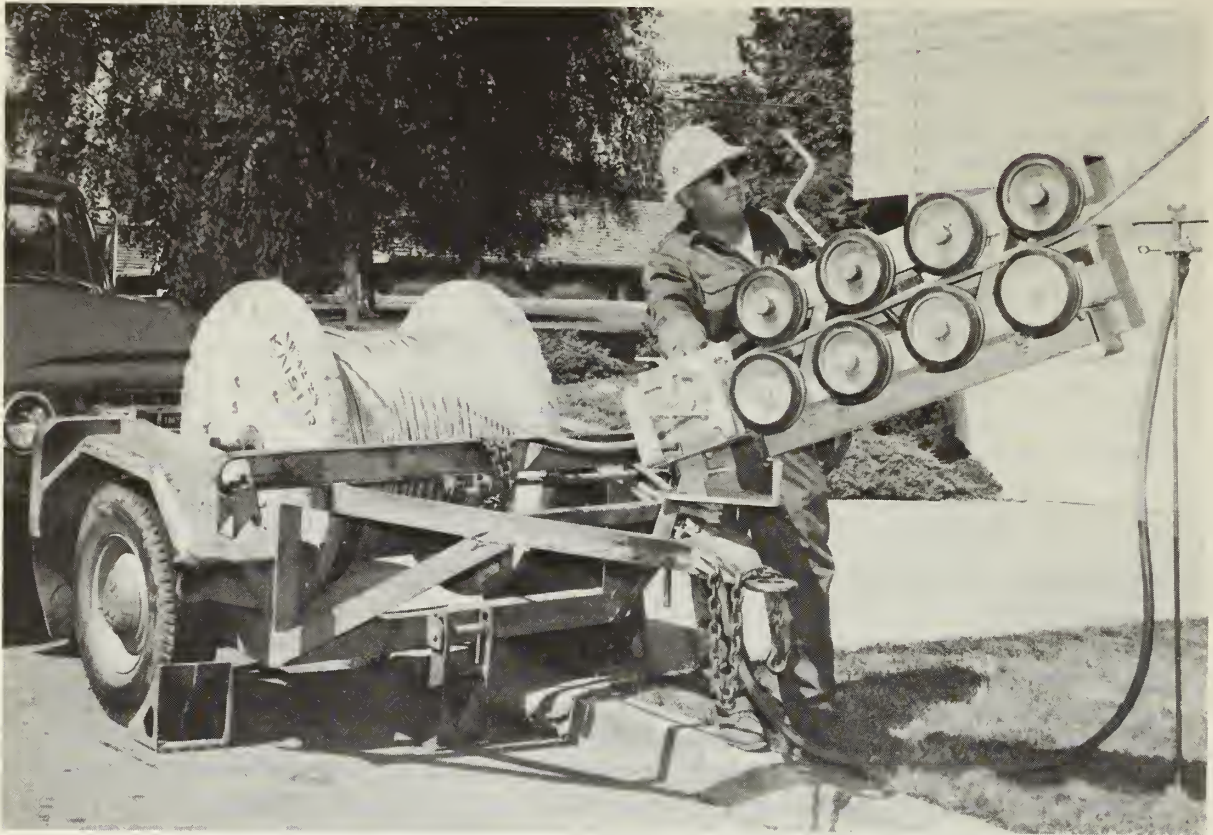
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HYDROLAB SURVEYOR -- Hydrolab Surveyor is a portable laboratory for measuring and/or recording the basic water quality parameters. According to the manufacturer, this system is unique because of its capability of operating at depths as great as 100 meters. Its compact, completely watertight floating control box, has self-contained batteries and an immersible sonde with underwater cable and connectors for up to six exchangeable probes. In addition to the indicating meter, it is possible to also continuously record the measurements of conductivity, depth, dissolved oxygen etc. Suggested for pollution surveys of rivers, lakes, or estuaries. WRITE: Kahlsico International Corporation, Dept. CN, P. O. Box 947, El Cajon, California 92022 U.S.A.

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MOBILE HEATER WITH 5 MILLION BTU'S OF CLEAN HEAT --According to the manufacturer, this breakthrough in Mobile Temporary Heaters permits their use in areas such as interiors of oil or gasoline storage tanks during painting; large warehouses or vertical buildings during construction; outdoor areas such as parking lots or port facilities, during concrete pouring and drying cycles; heating the interior of ships during construction and drying of exterior paint. All fuel residue is vented off through a flue pipe. The power to drive the fan may be either diesel or electric. Price range is \$27,000. WRITE: Roytran International Corporation, Dept. CN, 460 Driggs Avenue, Brooklyn, New York 11211 U.S.A.

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PORTABLE TENSION BRAKE -- According to the manufacturer, the conductor capacity for its Model LW-100 Tension Brake has been increased. Weighing only 210 lbs (95 kg), the portable, self contained unit can be handled by two men, mounts on an existing carrier capable of transporting a conductor reel. Fairlead designs provide for a built-in ground, helpful in supplementing approved ground equipment, and a unique side-loading feature which eliminates double socking, thus requiring only one stoppage when splicing a new reel. Price range is approximately \$2100 FOB Hood River. WRITE: Western Power Products, Dept. CN, P. O. Box 579, Hood River, Oregon 97031 U.S.A.

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MULTIPLEXERS CORRECT ERRORS -- These multiplexers can now specify the Dataguard Option used to detect, correct and report many of the common errors generated on the high speed link between multiplexers, according to the manufacturer. Potential end-users include data communications with computers or telegraph circuits. WRITE: Infotron Systems Corporation, Dept. CN, 7300 N. Crescent Blvd., Pennsauken, New Jersey 08110 U.S.A.

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"COMFORT KING" AIR COOLER -- This air cooler mounts on the cabs of tractors, combines, road graders, etc., and cools and cleans air in the cabs through a unique filtering system. Two snap out dry filters plus two inner wet chambers and a fog chamber provide excellent cooling. According to the manufacturer, dust, dirt, insects, pollen and chaff are removed from the air by a system of four filters. An optional heater coil is available for use on cold days. This cooler weighs 27 lbs (12.3 kg) on cab roof and the 6 gal (22.8 liters) water container can be located anywhere inside or outside the cab. Price is approximately \$250 retail. WRITE: Great Plains Industries, Inc., Dept. CN, 1711 Longfellow Lane, Wichita, Kansas 67207 U.S.A.

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"SUPRA SOAK" Adds Wetness to Water -- According to the manufacturer, "Supra Soak" is a non-foaming, non-corrosive material that when added to water makes water really 'wet.' This enhancement in the wetting property of water reduces the amount of water needed for specific applications. In fire control, for example, water treated with this product in some cases has proven to be as much as three times more effective as untreated water used for the same purpose. Ideal for dust control, fire control, soil compaction, strengthening cement, and agricultural products, and anywhere that uniform wetting properties are required. WRITE: National Business Systems Inc., Dept. CN, P. O. Box 17, Buffalo, New York 14226 U.S.A.

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TRANSISTOR SHOCK TESTER -- According to the manufacturer, this is a simple, economical, air driven shock tester for electron devices. A device is inserted into the front end of an open tube and drawn in by suction resulting from an injected air stream. Acceleration down the tube is determined by adjustable air pressure. By varying air pressure, striker plate mass and resilience, the device can be made to undergo various shock peaks and duration. It is a non-destructive test suited for mass screening at high production rates. Ideal for electronic components manufacturers. Price range is \$825-\$1,150. WRITE: Mechanization Associates, Dept. CN, 153 E. Evelyn Avenue, Mountain View, California 94041 U.S.A.

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"VENT O' MATIC"TM AUTOMATIC SOLAR GROWING DEVICE --

This newly developed growing device for vegetables, flowers, herbs, sprouts, and cuttings features a heat and cold sensing thermostatic device that opens and closes its cover automatically. This eliminates loss of plants from excessive heat or cold, and does so without the gardener constantly having to manually open and close the cold frame. The "Vent O' Matic" is powered entirely by the sun and requires no electricity or other outside power. Constructed of hard redwood to offer maximum insect and rot resistance, its flexible plastic cover is ultra-light, and never yellows or crazes. It is 4 ft x 3 ft (122 cm x 94 cm) and is 11 in (29 cm) high. Ideal for home gardeners and greenhouse enthusiasts. WRITE: Dalen Products, Inc., Dept. CN, 201 Sherlake Drive, Knoxville, Tennessee 37922 U.S.A.

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Do Not Publish in the Following Country: *South America*

MINI-SKIDDER FOR LOGGING -- According to the manufacturer this mini-skidder is specifically designed for use in plantation and selective skidding operations where maximum maneuverability, high ground clearance and compact size is mandatory. End-users are logging and forestry operations. Price range is \$22,000. WRITE: Dalton-Cooper, Inc., Dept. CN, 205 W. 34 Street, Suite 2101, New York, New York 10001 U.S.A.

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THREE PHASE POWER TEST SYSTEM -- The "F3" test system will simulate any 3 ϕ power system condition; powered from 1 ϕ line. Output voltages, current and phase angles are digitally set. Outputs are regulated for accuracy, stability, and low distortion for testing protective relays, transducers, watt-hour meters, etc. The system uses solid-state circuitry to synthesize regulated A.C. waveforms of voltage and current and is free from variations due to lines and load disturbances. According to the manufacturer, this enables the testing and set up time to be substantially reduced, with greater testing accuracy. Potential end-users include power generating, transmission and distribution companies. Price range is \$10,000. WRITE: Jodice Controls Corporation, Dept. CN, 66 Woerd Avenue, Waltham, Massachusetts 02154 U.S.A.

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ABRASIVE RESISTOR TRIMMER -- This machine trims resistors on hybrid thick and thin film micro-circuits at a rate up to 2000 per hour. The unit needs loading by an operator only and trims and sorts automatically. It is clean (dust free) fast and accurate. Complete system sells for \$9400.00. According to the manufacturer, price and performance makes this model the most economical trimmer on the market. Potential end-users are companies involved in micro-electronics. WRITE: MPM Corporation, Dept. CN, 520 Medford Street, Somerville, Massachusetts 02145 U.S.A.

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EVAFLEX TAXIWAY MARKERS -- "Evaflex Taxiway Markers" are especially designed for use on airports or highways for day or night delineation of taxiways, runways, entrances, parking areas, etc. Highly reflective colored bands are made of soft vinyl bonded to tough, flexible, plastic poles that spring back into position if struck by aircraft or vehicles, with no damage to wheels, wings, or propellers. According to the manufacturer, these colorful markers provide exceptional visual safety in the event of power failure, or obscuration of conventional markers by snow, sand or vegetation. WRITE: Unipar Inc., Dept. CN, 1201 Chestnut Street, Philadelphia, Pennsylvania 19107 U.S.A.

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RACING AIR DAM -- According to the manufacturer, this aerodynamic device improves high speed handling of the Datsun Z car, and reduces fuel consumption due to improved air flow around the car. Available for street use, yet identical to the race version, the dam features bolt on ease with all hardware included. Suggested end-users are owners of Datsun 240-260-280z cars for highway or race track use. WRITE: Whippet Racing, Dept. CN, 333 East 70 Street, New York City, New York 10021 U.S.A.

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DELUXE ADJUSTABLE KNEE KICKER -- This tool is used by professional carpet installers to stretch and hold carpet during installation. According to the manufacturer, this is a quality tool, sturdily made, yet lightweight, and is guaranteed for three years. This company produces a complete line of floor covering installation tools. WRITE: Crain Cutter Company, Inc., Dept. CN, 2125 Ronald Street, P. O. Box 314, Santa Clara, California 95052 U.S.A.

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NATRALITE FOAM LOUNGE -- According to the manufacturer this low contour lounge fits any decor from formal to recreational, soft, comfortable, and lightweight (12 kg), yet it is unusually durable. Advantages of the lounge include replaceable, washable covers, and it will not mar rugs. Available in three sizes, and choice of simulated animal skins and crushed velvet in many colors. An ideal product for households, offices, and institutions. Price range is \$160-\$220 retail; \$100 wholesale. WRITE: Foam Furniture of America, Inc., Dept. CN, P. O. Box 283, Arlington, Massachusetts 02174 U.S.A.

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FLAME RESISTANT CLOTH -- A lightweight, translucent, easy to maintain fabric of 100% polyester 45" wide (112.5 cm), and it is especially designed to be aesthetically pleasing. Features include: flame resistant; anti-bacterial finish; permanent press; and sun and light degradation resistant. Potential end-users include hospitals, hotels, airplanes, or any place where fire is a hazard. Cost is \$5/or \$3.75 if over 500 yards. WRITE: Jack Lenor Larsen, Inc , Dept. CN, 41 East 11th Street, New York, New York 10003 U.S.A.

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MICRO-GEN AEROSOL GENERATOR -- Micro-Gen Ultra Low Volume Cold Aerosol Fog Generating Systems utilize a regulated air blast to break liquid insecticides into very small size droplets to insure maximum coverage to kill insects. According to the manufacturer, because of the ultra-low volume and ultra-low dosage highly refined insecticides may be employed to treat even sensitive areas such as food processing, wherever animals are present, or any areas where pollution or contamination would normally be a serious problem. Models are available in gas, electric, or propane. Potential end-users include food processors, vector controllers, agriculture, etc. WRITE: D.S.S. Sales and Service, Inc., Dept. CN, Box 210, Walker Valley, New York 12588 U.S.A.

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TABLE TOP LINE PRINTER -- This is a 2400 line per minute printer, with an output of 80 column widths on 8 1/2" (21.6 cm) paper. Features include: full print line buffer memory; automatic top of form advance; interchangeable use of roll and fan-fold electrostatic printer paper. According to the manufacturer, speed and reliability are achieved by utilizing a non-impact printing process and a digital motor drive for the paper resulting in quiet operation. Printers are compatible with computers, terminals, and other data systems. Potential end-users include EDP managers; medical scientists, etc. WRITE: Houston Instrument, Dept. CN, Division Bausch and Lomb, 8500 Cameron Road, Austin, Texas 78753 U.S.A.

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NON-CONTACT MEASURING SYSTEM -- The "Accumetrix" system provides a highly accurate, low-cost, modular (single and multi-channel) instrument for non-contact gauging, runout and clearance measurements, and in-process quality control of metallic and non-metallic objects. According to the manufacturer, advantages of this product include accuracy, sensitivity, variable and adjustable range, linear output, high frequency response, easy calibration, simple operation and adaptability for complete automation. Potential end-users are turbomachinery, petrochemical, chemical, plastic, paper, textile (and associated machinery) industries. WRITE: Promec, Inc., Dept. CN, 219 Vassar Street, Cambridge, Massachusetts 02139 U.S.A.

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RAILROAD HOPPER CAR UNLOADER -- The new, extra duty "CARHOE," is designed to unload frozen coal, wet clay and ore as well as packed limestone, sand and aggregates. The "CARHOE" swings out over the hopper car. By utilizing four simple hand levers, the operator controls several tons of digging pressure while only using 1250 P.S.I. hydraulic pressure in the system. The articulation of the "CARHOE" and the fact that the power boom moves in an arc of 300°, permits the operator to open a hole over the hopper doors and also reach all parts of the car. Price range is approximately \$7,400. WRITE: Albert Products, Inc., Dept. CN, P. O. Box 1245, Springfield, Illinois 62705 U.S.A.

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MINI-SILVERATOR WATER PURIFIER -- Mini-Silverator is a complete portable water treatment system. Water is poured through a silver impregnated active charcoal system. Activated charcoal absorbs undesirable contaminants in the water, while the silver inhibits the growth of bacteria within the filter cartridge. Mini-Silverator is rechargeable, ready for travel, and has many home uses. Ideal for both homeowners and travelers. WRITE: American Water Purification Inc., Dept. CN, 1025 Contra Costa Blvd., Pleasant Hill, California 94523 U.S.A.

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MICRO-TAPE READER -- The Micro-Tape Reader is a self-contained, all integrated circuitry option that easily plugs into your CompuWriter to give you the advantages of tape input with Automatic Hyphenation, in addition to the units direct entry capability. According to the manufacturer, unique features are: basic editing and copy correction, extended editing with word search, wire service stripping, paper punch option, and customer installation in less than 15 minutes. Suggested end-users include the phototype setting industry, or any industry using compugraphic equipment. WRITE: G. O. Graphics, Inc., Dept. CN, 703 Massachusetts Avenue, Lexington, Massachusetts 02173 U.S.A.

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"TOG-LOC" HYDRAULIC LOCKING CYLINDER -- According to the manufacturer, this is the first low cost internal locking by draulic cylinder capable of holding and unlocking repeatedly under high external loads. Its use results in a complete retracting and locking system in one small package with savings in cost, weight and space. It eliminates external linkage, and the need to keep hydraulic system pressurized during periods of no power requirements. "Tog-Loc" saves assembly, installation, and maintenance time through simplification. Potential end-users are aircraft and missile manufacturers. WRITE: Western Hydraulics, Inc., Dept. CN, 2951 E. LaPalma Avenue, Anaheim, California 92806 U.S.A.

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PROGRAMMABLE ROTARY LIMIT SWITCH -- This is a programmable solid state limit switch designed to replace electromechanical cam-operated switches. It consists of a reliable electro-magnetic transducer connected through a 6-wire cable to a digital programming unit. According to the manufacturer, advantages of the switch include greater reliability, ease of installation, and elimination of mechanical wear. The self-contained unit is easily programmed by the customer to his specifications, and is virtually maintenance free. Suggested end-users are any electromechanical cam-operated machinery operators. WRITE: C & A Products, Inc., Dept. CN, 37-12 58th Street, Woodside, New York 11377 U.S.A.

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POROUS CONCRETE -- According to the manufacturer, this product can revolutionize the construction industry, especially highways, runways, roads, parking lots, and recreational areas. This new concept in paving will not allow water to stand on highways and runways thereby eliminating many accidents caused by hydroplaning. This product is said to be non-polluting, reduces flooding and can be put down with regular equipment in a matter of hours. WRITE: Porous Concrete Inc., Dept. CN, P.O. Box 20091, Greensboro, North Carolina 27402 U.S.A.

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"EZC" EMERGENCY SAFETY LIGHT -- This is two high intensity light beams that alternately flash on and off for 90 continuous hours and can be seen as far away as 1.5 miles (2.4 km) according to the manufacturer. The "EZC" (Emergency Zone Control) light is battery-powered, portable and can be used to help anyone in an emergency or hazardous situation. Potential end-users include vehicle operators, construction and industry. Price range is approximately \$60 FOB. WRITE: Goldak Company, Inc., Dept. CN, 727 South Main Street, Burbank, California 91506 U.S.A.

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PNV CONSTRUCTION SYSTEM -- This construction process employs on-site, semi-automated fabrication of reinforced concrete panels. Utilizing primarily unskilled labor, the system is adaptable to most climatic conditions and is capable of producing multiple and single housing units, hotels, hospitals, schools and commercial buildings. Features: high quality permanent construction, reduced time and cost of construction, and low initial cost. This company offers complete project planning and design, on-site construction supervision and complete PNV assembly equipment. Suggested end-users are builders, developers, government agencies, etc. WRITE: PNV International, Inc., Dept. CN, 211 East 53rd Street, New York, New York 10022 U.S.A.

* *

MEAT GRINDER ADAPTER -- This adapter converts American made meat grinders to the new double grind system and cuts production time in half. According to the manufacturer, the adapter fits on the end of the grinder and does the preliminary grind and finish grind in one operation. Potential end-users include meat packing and sausage industries. Price range is \$600-\$1400. WRITE: Speco Inc., Dept. CN, 3946 Willow Road, Schiller Park, Illinois 60176 U.S.A.

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TRAILER CARRIES CONCRETE IN DRY FORM -- The "Por-Mor Pup" is a highway trailer specifically designed for carrying unmixed cement, water and stones to a construction site where they can be made into concrete in six minutes. The American manufacturer says it is the only such "storage" trailer that can be hauled long distances. Fewer mixer trucks are needed on a given job, thus requiring less equipment investment. Price range is \$30,000-\$40,000. WRITE: Morgenstern Manufacturing, Inc., Dept. CN, P.O. Box 490, Shevensville, Montana 59870 U.S.A.

* *

"POUFF" FIRE EXTINGUISHER -- This is a non-toxic, non-pressurized, multi-purpose, dry chemical fire extinguisher. Advantages include non-toxic, odorless, and safe, extinguishing agent and bellows propulsion (preventing pressure loss and resultant costly service charges). According to the manufacturer, it is simple to use, works every time, and low cost refills are available. "Pouff" Fire Extinguisher is recommended for kitchens, workshops, cars, boats, etc. WRITE: Noblart Company, Dept. CN, P. O. Box 373, 5151 Carol Avenue, Skokie, Illinois 60076 U.S.A.

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WAND READING SYSTEM -- The Model 2100 "Wand" is a direct reading device that can "read" printed matter by scanning a document placed under it, then display the information on a video display terminal, which in turn can feed the information directly into a central computer for processing. Advantages of the system are that it operates at speeds up to 10 in (25.4 cm); is tolerant of operator movement; and does not obsolete existing paid-for key entry systems. WRITE: Input Business Machines, Inc., Dept. CN, 156 Halpine Road, Rockville, Maryland 20852 U.S.A.

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VACUUM UV NEUTRAL DENSITY FILTERS -- These Neutral Density Filters are intended for the extreme ultraviolet region of the spectrum. They allow the attenuation of beams of UV radiation by successive factors of ten. Available filters have optical densities of 1 through 6, and are calibrated for UV transmission. According to the manufacturer, these filters have numerous applications in radiation measurement, imaging, spectroscopy, astrophysics, etc. WRITE: Acton Research Corporation, Dept. CN, Box 304, Acton, Massachusetts 017020 U.S.A.

* *

SPEICHER '7060' TRENCHER -- This independently mobile, wheel type, trenching machine is designed for the preparation of trenches at close tolerance, and for the installation of irrigation pipe, sewage, gas, oil, and water pipe, power cable and drainage tile and tubing. Features include - completely hydrostatic drive, wide rubber flotation tires, diesel engine, side discharge conveyors, hydraulic winch, and tapered digging wheel. Maximum digging depth to 6 ft (1.8 m). Potential end-users include pipe installers, civilians, and governments. WRITE: Bradahm International Export Company, Dept. CN, P.O. Box 7049, Fort Wayne, Indiana 46807 U.S.A.

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SILENT PNEUMATIC TURBINE VIBRATORS -- According to the U.S. manufacturer, these pneumatically operated, Turbine vibrators are more silent than conventional units. These vibrators are available in three models and are interchangeable with all ball type units on the market. Potential end-users are all types of process industries; food, chemical pharmaceutical, general industry, and concrete construction. WRITE: Vibco, Inc., Dept. CN, P.O. Box 8, Stilson Road, Wyoming, Rhode Island 02898 U.S.A.

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ICE CUBE MAKER -- The new Model 2000 Cube Ice Maker produces one ton or more of round 1 in x 1 1/4 in (2.5 cm x 3.1 cm) ice cubes per twenty-four hours. It has only two moving parts; a 3 H.P. water cooled Freon compressor and water pump. Makes 14 to 16 lbs (6.3 kg to 7.2 kg) of ice every ten minutes, constructed of heavy aluminum, and weighs 600 lbs (270 kg). Distributors wanted. Price range is \$4965 FOB U.S. Port. WRITE: C & R Manufacturing, Inc., Dept. CN, Box 1018, Center, Texas 75935 U.S.A.

* *

NON-SKID SAFETY PLASTIC COATING -- "Saf-T-Grip" provides a durable non-slip surface on metal, wood, plastic, masonry and asphalt. Has excellent resistance to impact, abrasion, weather, salt water and petroleum products. Also has the flexibility to expand and contract. Ideal for any pedestrian area that is slippery or poorly lighted. WRITE: Rainier Paints, International Division, Dept. CN, 4818 - 9th Avenue N.W., Seattle, Washington 98107 U.S.A.

* *

JET HOIST UNLOADS TWO TONS AT THE PRESS OF A BUTTON -- -- The Jet Hoist electric-hydraulic accessory tilts the pickup truck's box and off goes the load - dirt, hay, trash, sacks of feed or fertilizer, building materials, whatever needs to be hauled - all in 15 seconds. Can be installed on 1/2, 3/4 and 1-ton pick-up trucks without changing the sleek appearance or body lines of the truck. All pivot points have grease fittings for fast, simple servicing. Overload protection is assured with an automatic by-pass valve. Ideal for Contractors, Ranchers, Landscapers or any Light Haulers. WRITE: B. N. Antaramian Exports, Dept. CN, P.O. Box 158, Nestor, California 92053 U.S.A.

* *

MINI-DUMP -- "Mini-Dump" is a device which slips into the bed of a pick-up truck and provides dump truck capability. Power source for the hydraulic ram which provides Mini-Dump with its 3000 lb (1350 kg) lifting capacity is a hydraulic pump driven by a 12 volt motor which takes its power from the truck's electrical system. The device is attached by existing body bolts; and the tailgate is made to open from the top or bottom. Built of rugged steel, "Mini-Dump" is made in sizes to fit most pick-up trucks. Potential users include farmers, construction workers, and landscapers. WRITE: D & D Enterprises, Dept. CN, P. O. Box 23, Aldie, Virginia 22001 U.S.A.

* *

AIR/LAND COMMUNICATION SYSTEM -- "Flitefone 40" is a two-way FM VHF communication system. A self-contained telephone system without land lines, it provides multiple channels between aircraft and fixed base or land mobile units. Features solid state construction and according to the manufacturer, it meets all arctic and desert temperature requirements, including helicopter vibration environments. Suggested end-users include off-shore oil explorers; industries; safety/traffic controllers; etc. Price is approximately \$1600. WRITE: Export Consultants Corporation, Dept. CN, 1291 Bound Brook Road, Middlesex, New Jersey 08846 U.S.A.

* *

CLOTH TEMPERATURE CONTROL -- System 4200 provides fully automated, non-contact temperature measurement, monitoring, and control of the textile web for optimized dyeing, drying, curing, and heat setting operations. According to the manufacturer, the system can result in cost reduction by lowering rejection rates, improving output, and eliminating excessive heat consumption. Advantages of System 4200 are its versatility, simple installation, and automatic null balancing circuitry. Potential end-users include textile, paper, chemical, rubber, and electronic industries. WRITE: Williamson Corporation, Dept. CN, 1152 Main Street, Concord, Massachusetts 01742 U.S.A.

* *

"SKY DIVER" TOY PARACHUTE -- "Sky Diver" is a miniature toy parachute pack that attaches to children's dolls and comes in a Rip-Cord model and a Time-Release model. According to the manufacturer, this is the only spring powered miniature parachute pack to ever be made and patented. Company seeks license arrangements with appropriate manufacturers of children's toys for ages 5-12 years. WRITE: Creative Products Unlimited, Dept. CN, P.O. Box 5564, Santa Barbara, California 93108 U.S.A.

* *

"PLASTI-DIP" -- This new product is a tough plastic coating that can be applied to most any type or shape product. Its primary purpose is for protecting and insulating tool handles. It is available in seven colors and does not require any special technology or equipment because it air dries (no heat required). It can be applied to brackets and fittings made of metal, plastic, wood, rubber etc. WRITE: Plasti-Dip International, Dept. CN, 1458 West County Road C, St. Paul, Minnesota 55113 U.S.A.

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SELF-SERVICE TERMINAL -- This programmable electronic self-service financial terminal will allow financial institutions to offer services on a 24-hour, 7-day-a-week schedule.

"NCR 770" can be directly linked to a computer or it can operate independently. It permits bank customers to deposit or withdraw funds, make payments on mortgages, loans, or preauthorized bills, or transfer funds from one account to another. Advantages of the terminal include "lead-thru" instructions (shown on an instruction display on the front of the machine), and dispensation of different combinations of money. WRITE: NCR Corporation, Dept. CN, Dayton, Ohio 45479 U.S.A.

* *

"PIXIE HANGER" -- Hangs up to 50-pound pictures, mirrors, etc. on drywalls, paneling, plaster, etc., and no tools are required. "Pixie Hanger" according to the manufacturer, is reusable, easy to install and leaves no unsightly holes. WRITE: Rene Corporation, Dept. CN, 13619 Saticoy Street, Van Nuys, California 91402 U.S.A.

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TRADE AND TECHNICAL LITERATURE

Please publish the following information in the post's Commercial Newsletter. If the post does not have a Newsletter, please disseminate this information to the local business community through any appropriate means.

STANDARDS CATALOG -- The American National Standards Institute (ANSI) expects to publish its 1976 Catalog of American National Standards in June 1976. This 200 page publication contains the titles and prices of thousands of U.S. voluntary standards, covering construction, chemical, electrical, materials handling, medical devices, paper, rubber, safety, textiles, and many other fields. Also included are cross-referencing with international standards and lists of ISO (International Organization for Standardization) publications, IEC (International Electrotechnical Commission) Recommendations, CEE (International Commission on Rules for the Approval of Electrical Equipment) Specifications, and special ANSI publications. There is no charge for this comprehensive catalog, which should be of substantial use to public and private organizations interested in standards writing, laboratory testing, quality assurance, and safety. WRITE: Publications, American National Standards Institute, Dept. CN, 1430 Broadway, New York, New York, 10018, U.S.A. Note: Overseas sales of ANSI standards are normally made through the national standardizing bodies of each country, e.g. British Standards Institution for the United Kingdom.

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For Following Countries Only: *Spanish Speaking*

LA BIBLIA DOOLIN PARA EL TECNICO REPARADOR -- According to the firm, this is the largest selling air conditioning refrigeration (ACR) service manual in the world with over 100,000 copies in use worldwide. Over 65% of these books are sold through refrigeration wholesalers direct to the trade. The firm says it is the only U.S. publisher of an ACR service manual in Spanish. Firm is seeking refrigeration wholesalers in Spanish speaking countries that would be interested in selling this book, perhaps on an exclusive distribution arrangements by single country basis. Price \$20. WRITE: Doolco Inc., Dept. CN, 2016 Canton Street, Dallas, Texas 75201 U.S.A.

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TRADE AND TECHNICAL LITERATURE



MARTIN'S REVOLUTIONARY BIG BLASTER AIR CANNON --

Martin Engineering Company announces a new brochure covering their "Big Blaster Air Cannon" series. This is a new concept in moving difficult bulk materials, such as active stockpile storage, evacuating hoppers, chutes and silos, etc. While explaining the fundamental principle of operation and design features, the brochure also provides valuable technical information. This includes a chart showing volume of each model at various pressures from 0 to 130 PSI as well as descriptive information and illustrations covering from manual pneumatic to completely automatic control systems. WRITE: Martin Engineering Company, Advertising Department, Dept. CN, U.S. Route 34, Neponset, Illinois 61345 U.S.A.

* *

ENERGY BROCHURE AVAILABLE -- Combustion Engineering, Inc. announces the availability of a 16-page brochure describing its energy related products, systems and engineering services. Entitled "Combustion Engineering, Energy Systems Worldwide," the publication has been translated into Spanish, Russian and Arabic. The brochure covers the product and service capabilities of C-E's four operating groups, Power Systems, Engineering, Process Equipment and Industrial Products, which serve the electric utility, petroleum, petrochemical and other industrial markets. WRITE: Combustion Engineering, Inc., Department 692-19E, Dept. CN, Windsor, Connecticut 06095 U.S.A.

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TRADE AND TECHNICAL LITERATURE

MEDICAL EQUIPMENT IN HOSPITALS SEEN NEEDING IMPROVED MAINTENANCE

-- In addition to offering guidelines for decision-making in selection, acquisition and establishment of maintenance programs for medical equipment, this publication discusses the experiences of a number of hospital equipment specialists as well as the warranties and maintenance services available from medical equipment manufacturers. The 30-page publication, "The Acquisition and Maintenance of Medical Equipment," includes appendices on medical equipment maintenance data, medical equipment most frequently used in hospitals, and a listing of manufacturers of patient monitoring equipment as well as a bibliography. "The Acquisition and Maintenance of Medical Equipment," is available at \$1.30 per copy. WRITE: Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402 U.S.A.

* *

300 PAGE COMPREHENSIVE INTERNATIONAL EXECUTIVE'S GUIDE TO OFFICIAL WASHINGTON

-- Designed for the international executive who wants to pinpoint official Washington contacts and save time in getting access to services in the field of international business. This loose-leaf guide lists, by subject of expertise, the names and telephone numbers of more than 2,000 government specialists in some 40 agencies. In addition, a 96-page "road map to Washington resources" identifies and describes by subject 800 government services. A checklist identifies more than 500 U. S. Government publications, periodicals and foreign market research reports. Price is \$144. WRITE: Rockville Consulting Group, Inc., Dept. CN, P. O. Box 1364, 414 Hungerford Drive, Suite 444, Rockville, Maryland 20850 U.S.A.

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TOY CATALOG -- Hasbro Industries, one of the largest toy manufacturers in the U. S. has available a catalog showing their numerous toy-lines. Company puts on toy exhibitions in overseas markets. WRITE: Ben R. Isaiah, Hasbro Industries, Inc., Dept. CN, 1027 Newport Avenue, Pawtucket, Rhode Island 02862 U.S.A.

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(If the price of the above publications is not indicated, the cost may be obtained by writing directly to the publisher. In some instances literature may be obtained gratis.)

LICENSING AND INVESTMENT PROPOSALS

The following firms have contacted the U.S. Department of Commerce and specifically requested assistance in locating overseas agents, distributors, joint ventures, etc. Please publish this information in the Commercial Newsletters. If the post does not publish a Newsletter, please disseminate this information to the local business community through all available channels.

CLOTHING MANUFACTURING FACILITIES - An established engineering/manufacturing company (over 21 years) offers technical assistance in setting up all types of clothing manufacturing facilities on a turn-key basis. Services provided include design and erection of the building, equipping and furnishing of the building, complete staffing and thorough teaching and training of every person from top management and administration through cutting, sewing, finishing, shipping and storage. Full team of experts stays on the premises until facility is efficiently in operation. WRITE: Mr. Bob Rothman, President, Bob Rothman Contract Services, Dept. CN, P.O. Box 5989, Greenville, South Carolina 29606 U.S.A.

* *

RODENT CONTROL DEVICE - Seeks distributors and/or joint venture partners to manufacture a new, solid-state electronic device for repelling rodents and pests. The device has been field tested and proven effective in controlling many types of undesirable rodents in open spaces, ranches, farms and buildings. The unit generates a frequency shield repelling specific pests within a radius of five acres. It will not harm vegetation, desirable pets or animals within or out of the frequency protected areas. The repellent frequencies are not audible to the human ear, and do not conflict with other electronic devices. The device can be attached to any grounded pipe or metal support. It provides a 24 hour consistent, quiet operation unaffected by exposure to weather or other atmospheric conditions. WRITE: Mr. Paul A. Berlin, Blue Max Inc., Dept. CN, Atlantic Richfield Plaza, P. O. Box 71056, Los Angeles, California 90071 U.S.A.

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LICENSING AND INVESTMENT PROPOSALS

GRATING PLANT - A U.S. firm is prepared to sell outright, or utilize in a joint venture, complete engineering plans, specifications and drawings for construction of a plant to manufacture welded steel grating. Included are all important pieces of equipment except a resistance welder. With a capacity of 3,000,000 lbs. annually on a single shift operation, plant can produce both serrated and non-serrated steel grating; the latter used extensively in the construction of oil refineries, chemical and petro-chemical facilities. Engineering firm that designed plant is willing to contract to oversee installation and start-up. Total cost of existing equipment and engineering is \$100,000. Estimated remaining cost exclusive of packing, shipping, land, building and working capital, is \$150,000. WRITE: Mr. Fredrick Dahlberg, C. F. Dahlbert & Co., Inc., Dept. CN, Richards Building, New Orleans, Louisiana 70112 U.S.A.

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For Following Countries Only: *South American Countries except Brazil, Venezuela and Argentina.*

INDUSTRIAL HEAT TREATING FURNACES - A U.S. firm seeks licensees to manufacture and market industrial heat treating furnaces. The type of organization best qualified to perform requirements would be a job shop fabricator with the capability of producing industrial furnaces or combustion equipment. The U.S. firm has considerable engineering experience and expertise. WRITE: Mr. Robert Ross, Sunbeam Equipment Corporation, Dept. CN, 180 Mercer Street, Meadville, Pennsylvania 16335 U.S.A.

* *

PATENTED CUTTING TOOLS - Company interested in licensing the primary manufacturing rights of patented cutting tools which reduce power requirements from 50 to 85 percent over conventional cutting tools. The patented principles are adaptable to any solid or composite single pointing or multiple tooth cutter. Complementary product lines are reamers, taps, dies, broaches and end mills. WRITE: Mr. Richard J. Brooks, Billups-Brooks, Dept. CN, 1508 Oak Avenue, Manhattan Beach, California 90266 U.S.A.

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LICENSING AND INVESTMENT PROPOSALS

STEEL RAILWAY WHEEL PRODUCTION TECHNIQUE - A U.S. firm seeks licensees to produce railway vehicle wheels utilizing a novel process combining the use of bottom pressure pouring of steel into graphite molds to produce wheels of superior quality and uniformity. This fully proven process provides complete flexibility of wheel design and chemistry, independent of production volume, and requires low capital investment to facilitate economic applications to satisfy a wide range of market requirements. WRITE: Mr. W. J. Casey, Vice President, Amsted Industries International, Dept. CN, 3700 Prudential Plaza, Chicago, Illinois 60601 U.S.A.

* *

DAIRY PRODUCTS - Kraftco Corporation, a leading U. S. producer of dairy products, has established a licensing program which is available to developing countries and countries in Eastern Europe. The company possesses outstanding expertise in all aspects of production of milk, ice cream, cheese, butter and related dairy products. It has also developed the processing of whey into useful, high protein products and blends; the refining of vegetable oils; and the manufacture of all types of margarines, salad dressings, and related products. Kraftco is prepared to consider projects involving planning, engineering, construction start-up and management assistance in its fields of expertise. WRITE: Mr. Joachim W. Staackmann, Licensing Coordinator, Kraftco Corporation, Dept. CN, R&D, 801 Waukegan Road, Glenview, Illinois 60025 U.S.A.

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WOOD PRODUCTS - Company seeks joint ventures or similar agreements with firms in developing countries interested in wood products activities. The U.S. company can provide expertise in the treatment and production of railroad crossties, bridge timbers, shorings, pilings, utility poles, pallet lumber, etc. WRITE: Mr. Leslie W. Hayes, Chairman of the Board, Staley-Cole, Inc., Dept. CN, 4100 Argyle Terrace, Washington, D. C. 20011 U.S.A.

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LICENSING AND INVESTMENT PROPOSALS

MORTARLESS INTERLOCKING CONCRETE BLOCK SYSTEM - Licenses are sought for the TAG (Tongue and Groove) Masonry System of self-aligning, interlocking concrete blocks which are molded as simply as conventional masonry units on standard block making equipment. Each unit interlocks to all adjacent blocks without the use of mortar. The wall is thus faster to erect (labor is reduced 30 to 50%) and can be accomplished with less skilled manpower. Grout is used to reinforce the wall at openings and the ends. When used as an exterior wall TAG blocks readily accept all conventional type finish materials such as stucco, siding and brick veneer. A system is also available to blow fiberglass on the TAG wall to make an exceptionally strong, water resistant, attractive surface. WRITE: Mr. John T. Pierson, Jr., President, Pierson Enterprises, Dept. CN, 7241 Eby Drive, Merriam, Kansas 66204 U.S.A.

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For Following Countries Only: *Australia, Taiwan, Hong Kong, India, Indonesia, Japan, Korea, New Zealand, Pakistan, Philippines, South Africa and Thailand.*

TEXTILE CHEMICAL AUXILIARIES - Sun Chemical Corporation is offering a license for the manufacture of its outstanding line of Textile Chemical Auxiliaries. The line is very broad including specialty chemicals for preparation, dyeing, printing, and finishing. Specific product groups include scouring agents, dye levelling, dyeing accelerants, dye fixatives, printing accelerants, penetrants, softeners, anti-static agents, flame retardants, water repellents, soil release treatments, permanent press treating system, and others. Sun Chemical Corporation will provide to the licensee complete technical know-how for the formulas, the manufacturing processes, and the details for using these various products. WRITE: Mr. Herman Goldstein, Vice President, Chemical Division, Sun Chemical Corporation, Dept. CN, P. O. Box 70, Chester, South Carolina 29706 U.S.A.

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LICENSING AND INVESTMENT PROPOSALS

BRICK AND OTHER CLAY PRODUCT MAKING PLANTS (*Developing Countries Only*) -- Engineering, contracting and operating company specializing in the design, supply and erection of industrial plants to produce building brick and blocks (clay or concrete) floor and wall tiles, sanitaryware ceramics, refractories, sewer pipes, electrical porcelain and tableware is interested to supply such plants and participate in the equity capital of the new venture. Company has been in business for 28 years, built and operated projects in 29 countries. Company is not a machinery manufacturer or agents. WRITE: Mr. E. T. Salgo, President, Interkiln Corporation of America, Dept. CN, P. O. Box 2048, Houston, Texas 77001 U.S.A. Telex No.: 775325

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FIBERGLASS SPORTS CAR BODIES - Successful U.S. manufacturer of advanced design fiberglass sports car bodies in kit form for assembly on customer supplied standard VW chassis is offering licensing arrangements (or alternately a representation agreement) in most major countries. Ideal applicant would manufacture and aggressively promote the kit car concept through proven local distribution channels. Exceptionally fast turnaround is assured through proven supplied assembly techniques. WRITE: Mr. D. Fletcher, Amerex International of California, Dept. "E", Dept. CN, P. O. Box 1557, Palo Alto, California 94302 U.S.A.

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BUTYL ASPHALT COMPOUND - Licensees are sought to manufacture and sell a butyl asphalt compound for roofing application. A unique cold tar membrane has such elongation and contraction character that lends itself to very hot and cold weather. The compound can be applied as a spray or rolled on a roof. It adheres to metals, wood or asphalt saturated felt. WRITE: Mr. Bruce Wallace, President, Astra Corporation, Dept. CN, Holly House, Box 155, Hydes, Maryland 21082 U.S.A.

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PEOPLE



(Left to right) Dr. Charles W. Hostler, Deputy Assistant Secretary for International Commerce; Brenda Marriott, Consulate General Halifax; Patricia Allardyce, Consulate General Vancouver; Helen McVeigh, Embassy Ottawa; and David F. Sullivan, Commercial Representation Division, Office of Market Planning, Bureau of International Commerce.

These three Foreign Service Locals (FSL) were in this country participating in a joint State-Commerce training program. Following two weeks of briefings in Washington on trade policy and trade promotion programs, the group members each visited five district offices in the U.S. Their schedules included meetings with representatives of U.S. manufacturing and service industries and with officials of banking institutions during which the FSLs provided firsthand information on the prevailing economic situation in their respective Provinces and on the trade and investment potential for U.S. business.

In October 1976, the Foreign Service Institute and Commerce will conduct the next Stateside Training Program for FSLs engaged in economic/commercial activities at Foreign Service posts in the Middle East, North Africa and Pakistan.

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